

# JOE SULLIVAN

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## PROFESSIONAL EXPERIENCE

Audatex, a Solera Company (formerly ADP) San Ramon, CA  
Graphics/Creative Services Manager, North America Marketing Group  
(June 2006 – Present)

### Graphic Design

Develop and manage the visual design and graphics through print, email and web for the market leader in the automotive collision repair and recycling industry. Managed the daily graphic operations that support 1,000 employees nationwide, two divisions and that sold and marketed software products to clients including 33,000 body shops, 3,000 recyclers and 900 Insurance companies in North America.

Developed booth graphics for the two largest tradeshow in the automotive collision repair and recycling industries, NACE (National Automotive Collision Exposition) and ARA (Automotive Recyclers Association) that included kiosk panels, tower graphics and additional company/product signage.

Redesign and refresh software package identity for company's CD based products. Develop artwork, both print and web, using variable data print campaigns touching 20,000 potential clients. Helped brand user interface for newest online industry business analytics tool.

Produce over 50 advertisements yearly, design and create sales and marketing collateral; currently 30 different datasheets. Create packaging for sales training kits and new product launch kits. Participate in the naming process of new products as well create new product logos.

Collaborate with the marketing team to build brand guidelines for the company and responsible for maintaining and enforcing the corporate identity through print, web and numerous custom html emails.

Responsible for the design and layout of the company's quarterly industry trends magazine, "Audatex Directions" with a distribution of over 10,000.

### Desktop Publishing

Maintained Layout and design consistency for sales and management team Powerpoint presentations. Create custom binders and format large documents: "Request for Proposals" and "Request for Information" to maintain brand consistency.

### Web

Update and enhance both product and corporate websites content and graphics. Collaborate with web developers and designed imagery for the promotion of the brand and products via the web.

Maintain and manage ftp sites for vendor/press as well as global design repository.

Develop and distribute quarterly eNewsletter for automotive recycling division.

Automatic Data Processing / Claims Solutions Group (ADP/CSG), San Ramon CA  
Technical Illustration Design Specialist/Manager, Database Development  
(May 1992 – June 2006)

### Technical Design

Performed Illustration, design, layout and data development of complex new and updated graphic files for CD/DVD and online collision repair estimating products using AutoCAD and proprietary software. Developed an average of 25 files per year which included up to 700 different vehicle part types totaling about 18,000 drawn parts.

Oversaw the design of complex illustration file development including specialty vehicles and heavy duty trucks. Selected to co-develop the company's first motorcycle illustration database.

A member of the AutoCAD software implementation team, designed to integrate illustration software with vehicle database. Designed and developed an online help manual for new AutoCAD system. Built and development a support tool that enabled Illustrators to communicate with management regarding system enhancements and bug fixes.

Acted as illustration technical support: which required quick responses to inquiries each month that could not be resolved by customer service.

### Management

Directed the day-to-day operations of the illustration group and managed a staff of six illustrators. Maintained and distributed monthly vehicle development schedule; set priorities based on file complexity and employee capabilities to ensure all illustration files were released on time.

Participated in the interview & testing process of potential Illustrators and developed and administered tests. Experience with conducting annual performance reviews.

Attended monthly scheduling meetings informing other departments regarding development process and stages. Facilitated monthly meetings with programmers to prioritize the scheduling of enhancements and bug fixes.

### Training

Coached and guided new and existing Illustrators technically, identifying training needs and provided classes to maintain department standards. Provided monthly feedback by performing QC checks on all files being released.

Conducted International training for new overseas illustration development group. Participated in the Design and logistical implementation of file transfer and communication between two development groups on order for both to meet monthly goals.

## EDUCATION

California State University Hayward, Hayward, CA / B.A. in Graphic Design  
Ohlone Community College, Fremont, CA / AA in Liberal Studies

## TECHNICAL SKILLS

Adobe CS Suite | AutoCAD | Dreamweaver | Flash

Microsoft Office Suite | QuarkXpress | Windows & Mac OS

## PROFESSIONAL ASSOCIATIONS

Kiwanis International Community Service Club of the San Ramon Valley

Freelance - 2008 Fourth of July Parade, 50th anniversary celebration - Logo and button artwork