

# JOESULLIVANDESIGNS

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## OBJECTIVE

Highly experienced and creative visual communicator is looking to acquire a challenging position as a Graphic Designer. With years of technical knowledge and four years of recent experience building brand awareness through web design, tradeshow displays, packaging, print, newsletters, and partnerships. These accomplishments are a direct reflection of my attention to detail, communication skills and work ethic providing an exceptional foundation in which to transfer to an employer in the pursuit of opportunity and growth.

## PROFESSIONAL EXPERIENCE

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

### GRAPHIC DESIGN

Standardized the company's graphic and brand operations through print, web, logo design and html emails that support 1,000 employees nationwide, three divisions and that sold and marketed collision repair and recycling software products to clients including 33,000 body shops, 3,000 recyclers and 900 Insurance companies throughout North America.

Increased online presence designing ads for company's new partnership with *eBay Motors*.

Designed effective and successful revenue generating email campaigns using B2B Marketing Automation Solutions from *Salesforce* and *Marketo*.

Using variable data print campaigns including PURL's, successfully designed mailers and PURL templates touching 20,000 potential clients resulting in immediate response.

Successfully rebranded all 18 datasheets and within weeks the sales team had an array of printed and online tools at their fingertips. As of today the sales team has available to them 30 different datasheets, 7 Case Studies as well as new product training and launch kits.

Design space saving as well as engaging booth graphics for the two largest tradeshows in the automotive collision repair and recycling industries, including kiosk panels, tower graphics and additional company/product signage.

Magazine insertion deadlines were always tight but successfully met and for the last two years our insertion commitment has grown to over 20 different advertisements yearly.

Positioned our company's first automotive trends magazine "Audatex Directions" through design and layout to be featured in top Industry websites such as *Motor Trend* and *Collision Week*.

Reduced delivery cost resulting in savings of \$1.4M in FY08 and another \$500k in FY09 by redesigning and refreshing software packaging for company's CD/DVD based products.

### DESKTOP PUBLISHING

Provide logistical support for sales team meetings and company's Industry meetings, which include such attendees as top insurance companies and large body shops giving management the time to focus on building the business.

Standardize process of design and layout for HR, Sales and Senior Level Management PowerPoint templates and presentations.

Created standards for custom binder artwork and formatting of large word documents for: "Request for Proposals" and "Request for Information". The development times for these documents have now been reduced by 2-3 days.

### WEB DEVELOPMENT

Presented and branded user interface for newest most comprehensive online industry business analytics tool "*Audatex Insight*".

Collaborate with web developers and designed imagery and product pages for the promotion of the brand and products via the web. Update and enhance both company and parent company's website content and graphics.

Developed a global graphic repository, creating a community for ideas and designs for marketing teams across company's business divisions, at the same time maintain and manage local marketing ftp sites for vendor/press.

Launched a more user friendly and engaging quarterly eNewsletter called, "The Recycling Brief" which keeps clients informed about products, support and industry news for automotive recyclers across North America.

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## PROFESSIONAL EXPERIENCE cont.

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 automotive estimating system using Autodesk's AutoCAD and other proprietary software. Quickly and accurately developed an average of 25 new files per year, about 700 different vehicle part types, and totaling about 18,000 drawn parts.

Oversaw and advised the design of complex illustration file development, which including specialty vehicles and heavy-duty trucks. Co-develop company's first motorcycle illustration database.

A member of the AutoCAD software implementation team, created to quickly integrate new illustration software with existing vehicle database. In 6 months team was fully integrated and designing without any production loss. Designed and developed an integrated 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.

### MANAGEMENT

Oversaw operations of the illustration group and guided 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, developing and administered test.

Presented monthly illustration development progress with management; discussing deadlines, quality, concerns and solutions. This led to the groups continued success in communication and file release.

Facilitated monthly programmer meetings to prioritize, scheduling of system enhancements and bug fixes to ensure continued quality and speedy development.

### TRAINING

Coached and guided new and existing Illustrators technically, identifying training needs and provided classes to maintain department standards and employee success. Performing quality control checks on all files in order to maintain standards and if any provide development feedback.

Conducted International training for entire overseas illustration group. Implemented logistical tools and standards for file transfer and communication between two development groups in order to ensure goals are met.

### 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 / HTML	Flash
Microsoft Office Suite	QuarkXpress	Microsoft 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, t-shirt and button artwork.