



addr 29 Osprey Avenue, Templeogue, Dublin 6W
tel 087 123 8457
email stolbergdesign@gmail.com
web www.beatcleaver.com/portfolio

Profile

Skilled multi disciplinary designer with many years of experience gained in California and Dublin.

Projects include corporate identity, interactive educational media and complete design solutions for clients in all sectors.

Strong knowledge of print, experience in web, cd-rom and video. Creative and organised.

I am looking for a position that leverages my skills while continuing to expand my knowledge and experience in a positive, collaborative environment.

Skills

- Expert Photoshop, Illustrator, InDesign
- Fireworks, basic Flash
- After Effects, Premiere, video editing
- xhtml, CSS, Dreamweaver, web standards
- Experience working with marketing depts, copywriters and printers
- Keen interest in typography and usability
- Continually learning and updating my skills

Education

Bachelor of Art - Film and Video
University of California, Santa Cruz
Graduated with College Honours

References available upon request.

As an American citizen married to an Irish citizen, I can work legally in Ireland without a permit.

Experience

Paddypower.com – Dublin (2007 – present)

Graphic Designer

Dynamic gaming and sports gambling empire.

Key responsibilities: designing print marketing, booklets, annual diary, web landing pages, microsites, web banners, web graphics

- Developed complete suite of sports banners for affiliates, improving click-through rate for affiliates by 4x
- Redesigned Wedding Sweepstakes promo mini site and accompanying print campaign, leading to 40% rise in offer take-up

Freelance Designer – Dublin (2003 –2006)

Key responsibilities: meeting clients, advising on marketing materials, designing print or web solutions for clients such as Tecbrand, Generator Marketing, Banks Love and Creidim House.

- Advised clients on paper cost, print methods and print solutions
- Researched and negotiated with printers for clients
- Developed entire marketing suite including branding for a charity which helped generate PR and subsequent funding

W1 Design – Dublin (2002 – 2003)

Senior Graphic Designer

Independent multi disciplinary design firm producing marketing materials (print, web sites, cd-roms).

Key responsibilities: building relationships with clients, enabling them to realise design needs

- Designed brochure that secured corporate sponsorship for The Point's VIP club
- Re-branded Bon Secours Hospital, increasing GP and patient inquiries and business
- Systematised print preparation, avoiding problems and saving time and money

addr 29 Osprey Avenue, Templeogue, Dublin 6W
tel 087 123 8457
email stolbergdesign@gmail.com
web www.beatcleaver.com/portfolio

Experience (continued)

PeopleSoft, Inc. (now Oracle) – San Francisco, California (1999 – 2001)

Senior Graphic Designer

Major global business software producer for major clients such as HP and Walmart.

Key responsibilities: designing marketing material for B2B software to niche audiences, brainstorming with writers and designing companion web sites to print material for events.

- Distinguished by CEO for design quality
- Designed flyer for trade show attendees that increased traffic to Peoplesoft trade booth by 40%
- Taught print designers web skills, cutting cost of web outsourcing
- Brainstormed tag-lines and themes of marketing materials with writers and clients, fostering atmosphere of inclusion

Center for Science Education, Space Science Lab, University of California, Berkeley – (1998 – 1999)

Senior Illustrator

NASA project which promotes space science to educators and children.

Key responsibilities: producing and maintaining educational web sites, cd-roms and printed material for educators and children.

- Designed the visual component of a department funding pitch to NASA which secured further funding
- Created cartoon characters as a teaching aide for a children's education project

Sidewalk.com – San Francisco, California (6 month contract, 1997; company then sold to competitor)

Designer

Subsidiary of Microsoft that produced a daily "what's on" web site for San Francisco.

Key responsibilities: improving visitor click-through rates by keeping visual interest high through design and updating the site's graphics

- Improved visitor click-through rates with photo choices and designs
- Supported a variety of editorial departments, minimising the need for specialist contractors

Townsend Street Productions – San Francisco, California (1995 – 1997)

Animator/Design Assistant

Independent "below the line" marketing company promoting gaming companies to the trade sector.

Key responsibilities: design support for marketing materials through computer animation, video editing and web design.

- Provided support services for producers of different media types, reducing need to outsource
- Edited video wall for Comdex Conference and Electronic Arts Trade Conference in Las Vegas, raising the profile of our client to games stockists

Multimedia Dojo – San Francisco, California (6 month contract in 1994)

Art Producer

Independent contractor producing media and graphic components for gaming companies.

Key responsibilities: producing artwork within a team for computer games to strict deadlines.

- Introduced a system to speed image processing, increasing output

Amazing Media Games Company – Marin, California (1993 - 1994)

Digital Video Editor/Composer

Independent computer games company.

- Key responsibilities: video editing and special effects compositing.