

Wesley C Reder Jr.
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WHO I AM –

My name is Wes Reder, and I am currently employed as creative director. I started working in this field at a local newspaper in 1980 while I was still in high school. During my career I have worked in production, graphic design, art direction and marketing. I have worked both full time and freelance during my career and have developed a very wide range of skills

WHAT I DO –

My strongest cognitive skills are creative conceiving, original thinking, and improvised problem solving. I am able to adapt myself quickly to fit clients specific needs as well as their individual systems. My strongest technical skills are art creation, design, photo retouching, and illustration. I also have a very extensive knowledge of many other phases of marketing including photography, design, production mock-up and printing.

WHERE I'VE WORKED –

Creative Director, Temperature Equipment Corporation, Lansing, IL. 8/05 - Present

As creative director I oversee all elements of marketing and advertising for T.E.C. and all of their divisions. This includes creative solutions for residential and commercial sales, all print media, television and radio spots, corporate event planning, training via presentations, webinars and web video and program implementation for distributor sales growth.

Freelance Art Director, Chicago, IL 3/00 - 8/05

Freelanced both independently and through temporary agencies. Worked for many of Chicago's largest company's including Leo Burnett, Upshot, FCB and R.R. Donnelley. Projects have included ads for the Time, Wired, Chicago Tribune, New England Journal of Medicine, and Crain's. I have also produced t.v and radio spots, catalogs, websites, annual reports, posters, self-mailer, slide presentations training presentations and more.

Designer, Abelson-Taylor, Chicago, IL. - 7/98 - 3/00

Job duties included illustration, photo-retouch, design, layout/keyline and mock-ups, on sales aids, booklets, promotional pieces, premiums and ads for medical publications. Projects included direct mail pieces and leave behinds for multi-million dollar pharmaceutical companies including Eli-Lilly, Merck, Abbott, and Tap Pharmaceuticals.

Designer, Corbett HealthConnect, Chicago, IL. - 9/96 - 7/98

Employed at Vis-U-Com, the electronic graphics division of Corbett HealthConnect, whose primary clientele are large pharmaceutical companies. Job duties included layout/keyline, mock-ups, illustration, photo retouch, and occasional art direction on sales aids, booklets, promotional pieces, premiums and ads for medical publications.

Manager, The Review Printers, Hobart, IN. 4/90 - 8/93

Managed and participated in the production of all the company's projects. Responsible for computer and freehand designed artwork, for the Amoco Oil Safety Department. Created brochures, promotional pieces and pamphlets for Valparaiso University, Bank One, and Porter Memorial Hospital. Produced letterheads, catalogs, posters, forms, graphs and flow charts for our other clients. Recommended equipment and software solutions which provided more efficient layout and production techniques. Implemented several problem solving methods which resulted in saving the company thousands of dollars in production costs. Broke the company's record for production and then went on to consecutively break that record three more times.

Jr Art Director/Graphic Designer, Miami FL. 1/87 - 4/90

Employed as a keyliner at Gabe, Tomlian and Giles. Worked on traditional cut and paste layouts and marker comps for Blockbuster Video. Created freehand illustrations and presentation markers for Arbys, Avis and Value Rent-A-Car. I also created layouts and design for catalogs as well as photo and styling directing for photos shoots.

SKILLS/STRENGTHS

Creative Direction, Art direction, Photo direction, Photo retouch, Graphic Design, Keyline/Layout, Production file preparation, Ability to illustrate in multiple media both traditional and electronic,

EDUCATION

American Academy of Art, Chicago, IL. Graduated 1987, Associates Degree
Major in Illustration, Minor in Advertising Design
Northern Indiana Career Center, 1981 received certificate in publishing, typesetting and printing.

SOFTWARE

Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Pagemaker,
Adobe Go Live, Adobe Live Motion, Adobe Acrobat, QuarkXpress
MS Excel, MS Word, MS PowerPoint, and WordPerfect,
Director, Freehand, Astound

Portfolio and references available upon request