

Ralph Schmid

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OBJECTIVE:

To orchestrate both elements of design and fine art; pushing boundaries and exploring new approaches while focusing on simplicity and ease of communication. My goal is to work in the field of graphic design, acquire new knowledge and stay current with today's demands and standards.

QUALIFICATIONS

I obtained a Bachelor of Fine Art with an emphasis in Graphic Design and Illustration. I have been a successful entrepreneur for five years, dealing with all aspects of a small business. As Creative Director for Indigo Hands Design Company I conceived and developed the company's image, as well as all advertising for the past five years. I developed all logo designs, business forms, postcard mailers, tri folds, brochures, catalogs, product photography, web design and magazine ads. I have generated approximately 80% of all sales through targeted advertising. As the co-owner of Indigo Hands my duties also encompass designing new and building current products, multitasking, customer service, working as a team as well as administration, bookkeeping, trade shows and sales. I'm very detail oriented, able to meet deadlines and I work well under pressure. I am a quick learner eager to obtain new knowledge.

I know and use the following Programs:

Photoshop	Dreamweaver
Illustrator	FreeHand
Acrobat	Fireworks
InDesign	Flash
Streamline	QuickBooks Pro
Microsoft Office	After Effects
QuarkXpress	

Operating Systems: Mac, PC

Web knowledge: HTML, XHTML, Action Script, CSS

Languages: Fluent in German and English

EDUCATION

- 2005-Present Web Publishing- Coconino Community College
- 1996-2001 Bachelor of Fine Arts- Laguna College of Art & Design
- 1993-1994 General Studies -Laguna Beach High School
- 1989-1992 General Studies - Buelach High School (Switzerland)

EMPLOYMENT

- 2006-Present Art Director/Graphic Artist for Northern Arizona's Mountain Living Magazine and Flagstaff Live
- 2001-Present Co-owner/Creative Director Indigo Hands Design Company
Current duties: As Creative Director and Co-owner I'm solely responsible for advertising, graphic design, photography, design of product, working and designing tradeshow booths. I assist employees in prototyping, production of product, administration, bookkeeping, shipping and sales.

- 1998-2001 Production Assistant/Graphic Designer, Adorn Design Co.
Duties: Production, designed all advertising and promotional material. I also assisted in the production of the product.

- 1995-1996 Import/Export Airsped AG 8085 ZRH-Airport
Duties: Import, export and customs declaration of goods. Customer service duties included, shipping, receiving and quotes.

PORTFOLIO

www.thirdidesigns.com

More upon request

REFERENCES

Thomas Carpenter 928.779.2693
Catherine Ryan 928.779.0468