

# Mike Neville

8032 Westbury Ave. San Diego, CA 92126 510-848-5469 [www.nevilledesign.net](http://www.nevilledesign.net)

## OVERVIEW

- Graphic Design and Marketing Consultant with 18 years experience in Corporate and Small Business Marketing
- Utilize a broad range of design, project management, freelance designer management and copy writing skills
  - Primary design projects include product and service catalogs, brochures, advertisements and identity design
  - Design web sites and manage the HTML coding process

## EXPERIENCE

### **Graphic Design & Marketing Consultant** Neville Design • 2005–present

#### **Clients**

##### **Advanced Power**

Created comprehensive marketing campaign and identity system for solar system design and installation company. Designed capabilities brochure, magazine and Yellow Pages advertisements, direct mail postcard and sales presentation binder. Developed original marketing copy for each marketing project.

##### **Executive Electric**

Designed comprehensive web site including the main section pages, navigation system and managed the HTML coding process. Developed all marketing copy for company overview, company history, business philosophy, experience and major project description.

##### **INNOSOFT**

Developed the name and identity system for software training and consulting company. Designed capabilities brochure and trade show poster for business software trade show in Morocco.

##### **Nystrom & Associates Inc.**

Developed identity system for manufacturer representative consulting company. Designed trade magazine advertisement and sales presentation binder.

##### **UNIVERT**

Created product trademark for new invention to help reduce fire sprinkler water damage. Designed product brochure, flyer and trade show poster for a national inventors' trade show.

### **Senior Graphic Designer**

**Kaplan Financial** (*formerly Dearborn Financial Services*) • 1992–2005

#### **Design Direction**

Responsibilities included the design of comprehensive product and service catalogs, brochures, course and classroom schedules, product flyers, newsletters, postcards, trade show booth graphics, marketing sales kits and special event projects. Collaborated with Vice President of Marketing and Marketing Managers to develop creative and effective marketing campaigns.

#### **Project Management**

Established project production timelines, approval sequences and sent files to the printer. Tracked all design related time, cost of materials and prepared final spreadsheet analysis of expenses to meet budgets.

#### **Freelance Designer Management**

Managed outside freelance designers from project inception to completion. Projects included: business unit catalogs, course and classroom schedules, product brochures and flyers. Directed all aspects of design including layout, photo usage, color designations and type specifications. Design set-up included page design grids, master pages and type style sheets.

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## **TECHNICAL**

- Employ advanced Photoshop image creation and retouching techniques
- Create custom PDF documents with section links and web site hyperlinks
- Prepare Web graphics including: book covers, special product offers and logos
- Perform press checks utilizing in-depth print experience from traditional to digital
- Expertise in postal mailing regulations and specifications for direct mail projects
- Specify trade show booth graphic materials, graphic substrates and laminates

## **EDUCATION**

### **Kendall College of Art and Design**

Grand Rapids, Michigan 1985–1988

Bachelor of Fine Arts in Graphic Design

## **SOFTWARE**

Adobe Photoshop, InDesign, Illustrator, Acrobat and ImageReady

QuarkXpress

Microsoft PowerPoint, Excel and Word

References available upon request.