

DEFENDER

SELLARS

DESIGN

I am an **ORGANIZED**, process-oriented designer who thrives in solving real-world problems by producing unique solutions **WITHOUT PRETENSION**. My experience has taught me how to generate **IDEAS QUICKLY**, and to execute under **TIGHT DEADLINES**.

I am a fan of strong espresso, road races, weird movies, and telecaster guitars.

EXPERIENCE

Freelance Design (2007-PRESENT)

DESIGNER/ART DIRECTOR

- Work includes • AmRisc insurance company web application design • Muthership logo, branding and collateral
- Morgan Reynolds Publishing book designs: photo research and original book design
 - Pulcinella Restaurant logo, branding and collateral • Various band album artwork and concert posters

Charleston City Paper Charleston, South Carolina (SEP 2011-PRESENT)

GRAPHIC DESIGNER for *Charleston City Paper* alternative weekly

- Design, direction, and production of print and online advertising from concept to completion.
- Layout and design of Exchange section and yearly gift guide, including cover and coordination with ad reps.

YES! Weekly Greensboro, North Carolina (OCT 2009-SEP 2011)

ART DIRECTOR/PRODUCTION MANAGER for *YES! Weekly* alternative weekly

- Editorial layout to conceiving a cover design to retouching to ad design to web banner creation to art directing a photographer or illustrator. • Concept and design of front cover and story layout. • Headline and copywriting.
- Branding • Production manager overseeing work by 2 graphic designers and advertising coordinator.
- Workflow and assignments for advertising and editorial designs. • Liason with printer, and quality-control of files.
- Web tile and flash banner ad creation.

Bouvier Kelly Greensboro, North Carolina (SUMMER 2009)

DESIGN INTERN for creative department

- Production of advertising materials • Focusing concepts with copywriter. • Refining designs with advertising reps.
- Producing comps and Keynote presentations.

John Neal, Bookseller Greensboro, North Carolina (2006-2009)

ART DIRECTOR for in-house design work

- *Bound & Lettered* quarterly magazine art direction and production. Coordination of proofing process with editor, writers and publisher. • 64-page catalog production. • Photo retouching • Instructional illustration creation.
- Liason with printer working with blueslines and online proofing of publications.

Guilford Technical Community College Jamestown, North Carolina (AUG 2008-MAY 2009)

ADJUNCT INSTRUCTOR OF GRAPHIC DESIGN

- Development and execution of lesson plans, project development, instruction, and grading.

EDUCATION

Guilford Technical Community College (2006-2008)

A.A.S. in Advertising & Graphic Design – 4.0GPA

- Phi Theta Kappa honors society, Art Club, SkillsUSA state contest first place winner

Guilford College (1997-2001)

B.A. in English B.A. in Peace and Conflict Studies – 3.2GPA

- Honor Student, Bonner Scholar, and Quaker Leadership Scholar.

PORTFOLIO

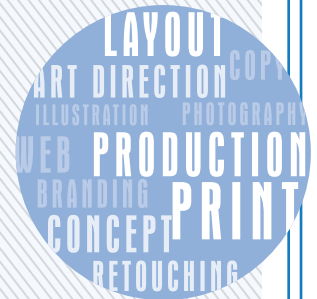


ELECTRONIC COMMUNICATION

D@DSELLARS.COM

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SKILLS



Printing: Prepress with offset printers, online & blue line proofs, separations, PDF optimization.

Process: Designing in teams. Organization and execution of client, rep, and artist ideas. Communication. Developing design concepts from inception to completion.

Other: Conversational Spanish language. Self-management and promotion for national touring band, Kudzu Wish. Copy editing. Postal mailing and design standards.

AWARDS

NC PRESS ASSOCIATION Design & Appearance, 2nd place and General Excellence, 2nd place (2010)

AAF ADDY GOLD Broken Record typeface (2009)

AAF ADDY SILVER Duck Tape ad series (2009)

AAF ADDY SILVER BP All-type ad series (2008)

AAF ADDY SILVER Find Your Wave ad (2008)

VOLUNTEER

Guilford County Animal Control (2012)

AAF Triad Internet co-chair (2009-10)

Often Awesome webmaster (2009)

Child Abuse Prevention Project (2007-09)

Office of African American Affairs Internship (2001)

McLeansville Prison Discussion Group (1998-2001)