

# Rick Rowland **Graphic Designer**

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## PERSONAL PROFILE

My core strength is my ability to wear many hats within the creative department. I am able to jump from task to task with ease. Whether it is doing page layout or recreating a logo and then checking the manifest to insure all files are in their proper place before publication is sent to press; I am consistent and accurate in making sure a quality and complete product is produced on a daily basis.

## CAREER HISTORY

### ***Rapid City Journal | Rapid City, South Dakota***

May 2011 - present

#### **Graphic Designer**

I was able to use my past experiences with QuarkXPress and Adobe Photoshop to design eye catching and appealing ads for the newspaper. I was also given the opportunity to organize, design, and construct inserts for the newspaper. I utilized my past Flash experience and created web ads as well. I was able to learn many “tricks of the trade” while working at the Rapid City Journal.

### ***Siddhi Energetics | Denver, Colorado***

January 2007 - present

#### **Graphic Designer**

I developed several different “looks” to meet the requirements and uniqueness of different retail outlets that products were sold. I had the opportunity to successfully develop a brand identity to be exclusively sold in Whole Foods Market. I also designed several different informational and marketing materials including, but not limited to: brochures, fliers, and hang tags. I had a hand in developing their presence in social media sites such as Twitter.

### ***Huron Plainsman | Huron, South Dakota***

January 2010 - March 2011

#### **Graphic Designer**

I worked on a Mac computer platform with the entire Adobe Creative Suite CS5 including Photoshop, Illustrator, InDesign, Flash and a limited exposure to Dreamweaver. I also worked extensively within QuarkXPress 8. I designed print ads, did pagination of classified and legal notices sections and special sections. I ensured every ad that I designed was approved by the client and made print ready for the press; this meant that I had a lot of interaction with outside customers through phone calls or email. I also did a lot of creative work for the Print Shop, a subsidiary business operated by the Plainsman. I was able to gain experience designing brochures, booklets, business cards, fliers, and much more.

### ***News Media Corporation | Rochelle, Illinois***

March 2009 - March 2011

#### **Flash Ad Creator**

Adobe Flash was my tool of choice to create banner ads for several newspaper groups throughout the country. I also used Photoshop and Illustrator CS4 extensively to create the components within the banner ads. I did on occasion use Adobe Dreamweaver to create informative splash pages.

Good design is good business.

— Thomas J. Watson Jr.

You can't wait for inspiration. You have to go after it with a club.

— Jack London

## EDUCATION

Associates of Applied Science Degree in Graphic Design  
***Art Institute of Colorado | Denver, Colorado***  
**September, 2008**

## DESIGN QUALITIES

Thorough and meticulous. Fast and able to work under pressure. Capable of doing a range of styles other than my own. Ability to translate communications from clients and sales staff to make designs as they visualized them. Excellent knowledge of design and typography.

## PERSONAL QUALITIES

I am friendly, communicative, team oriented, hardworking, funny, and eager. I maintain a tobacco free healthy lifestyle by eating right and staying active.

## HOBBIES AND INTERESTS

As an avid photographer, I enjoy shooting landscapes and Western culture, I also enjoy hiking, and exploring.

## SOFTWARE PROFICIENCY

I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

### **Adobe Photoshop**

I have been using Photoshop extensively since 2004 and consider myself to be an expert user. I use Photoshop for creating graphics, design, retouching and manipulating photos.

### **Adobe Illustrator**

I am comfortable with both pixels and vectors. I use Illustrator to manipulate clip art, create layouts, typography, recreating illustrations (including logos) and designing.

### **Adobe InDesign**

This is my preferred application when it comes to laying out multiple page documents.

### **Adobe Flash**

I have created many motion graphic ads in Flash. I have a limited but, useful knowledge of Action Script 2 that allows me to create high quality banner ads for the web.

### **QuarkXPress**

I can create multiple page layouts and stand alone graphics using QuarkXPress.

Thanks for taking the time to look over my resume and portfolio. I look forward to hearing from you soon.