

Gayle Van Dyke

art director
graphic designer
web designer

OVERVIEW } Graphic Designer with more than 20 years experience in developing and executing design solutions for a variety of clientele. Multi-faceted background includes experience in agency, publication and manufacturing business environments. Responsibilities encompass developing and executing design solutions, art direction, complete project management and thorough knowledge of pre-press printing processes and materials necessary to execute recommended solutions. Beginning in 2003, expertise expanded to include web design.

EXPERIENCE } FEBRUARY 2002 to PRESENT

Full time freelance design practice launched after company lay off due to a change in ownership at *Mary Engelbreit's Home Companion* magazine. Current clientele includes a variety of large and small clients for whom the following design services have been provided: advertising, marketing and promotions, direct mail, publication design, branding and logo design, trade show graphics, event signage and web design.

Currently maintain a balance of private clients along with creative agency contract assignments. In this latter role I have developed a reputation for being able to walk into nearly any business environment and seamlessly integrate. I quickly assess the project and provide the client with an immediate comfort level both in my level of expertise and in the ability to handle any project thrown my way. I always deliver a high-quality product often in a crucial or restrictive time-frame. The final product is on-target with desired results and client follow up yields positive comments with regard to my performance and the item produced.

} MARCH 1999 to FEBRUARY 2002

Associate Art Director, Universal Engelbreit Cox (publishers of *Mary Engelbreit's Home Companion*, a national bi-monthly decorating and lifestyle magazine with 600,000 circulation), St. Louis, Missouri

} JANUARY 1994 to MARCH 1999

Junior Designer, Phoenix Creative Services, St. Louis, Missouri

} 1993 and BEFORE *Specific details can be provided upon request.*

Overview: Journeyman Typographer in a Macintosh service bureau; Assistant Art Director at *The Riverfront Times*, [a St. Louis alternative weekly newspaper]; publication and print shop experience.

ATTRIBUTES } Extremely organized, detail-oriented, and conscientious; a pro-active and self-motivated team player

ABILITIES } Proficient in both Macintosh and PC platforms.

Primary: InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat

Secondary: PowerPoint, Contribute, Excel, Word, QuarkXPress, AutoPrice

Other Skills: writing, editing, proofreading

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View my portfolio at www.VanDyke-Designs.com

Check out my profile at LinkedIn: <http://www.linkedin.com/in/gaylevandyke>