



Kurt Ludwig Design

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RESUME

Work Experience

Kurt Ludwig Design
Berkeley, CA
Principal, Director, Designer
Freelance Art Director & Graphic/Web Designer
Managing all business aspects and teams while creating communications for clients and freelance employers.
June 2003–Present

Select Clients:

ABC-CLIO
Epsilon
GenPlay Games
Harcourt Connected Learning
Houghton Mifflin Harcourt
Meyer Sound
NeoEdge Networks
Pearson Foundation
Teachers' Curriculum Institute
University of California, Berkeley
University of California, Berkeley, Haas School of Business

Select Freelance Employers:

Academy Studios, Novato, CA
Design One, San Francisco, CA
Formative, Berkeley, CA
Kane & Finkel, San Francisco, CA
M Space, Sonoma, CA
Marissa Berger Interactive, Concord, CA

Select Clients with Freelance Employers:

AMD (Bite Communications)
Astellas Pharma (Kane & Finkel)
AXA Rosenberg (Formative)
Aradigm (Casper Design Group)
California Department of Health Services (Crossover Creative Group)
Mission Hill Winery (M Space)
Safeway (Crossover Creative Group)
Wells Fargo (Design One)

Casper Design Group

Berkeley, CA
Graphic Designer (full-time)
Helped clients build and extend their corporate brand-identity across various media.
March 2000–May 2003

Select Clients:

Asia Foundation
Chiron
DPR Construction
Lucent Technologies
Openwave
PeopleSoft
Sangamo BioSciences
Union Bank of California Foundation

Datascope

Montvale, NJ
Graphic Designer (full-time)
Designed informational and promotional materials in-house for a leading international medical company.
June 1999–December 1999

Education

Rochester Institute of Technology
School of Design
Rochester, NY
Bachelor of Fine Arts/Graphic Design
May 1999

Software Experience

Dreamweaver CS4	InDesign CS4
Fireworks CS4	Photoshop CS4
Flash CS4 (beginner)	PowerPoint 12
Illustrator CS4	QuarkXPress 8

Design & Business Experience

60% Print – Everything from start to finish

40% Web – Design, direction, and minimal coding

Advertising (print & online)	Interactive Media
Annual Reports (print & online)	Letterheads & Business Cards
Banners & Posters	Logos
Billboards	Maintaining Software Updates
Branding & Identity	Marketing Strategy
Brochures	Naming & Trademark Registration
Budgeting	Newsletters (print & online)
Business Collateral	Packaging
Catalogs	Photography
Client Acquisition & New-Business Development	PowerPoint Presentations
Client Management	Pre-Press Production
Client Meetings	Press Checks
Color Correction	Print & Vendor Management
Conferences & Trade Shows	Proofing
Consulting	SEO & Web Analytics
Contracts	Social Media Management
Copy Writing & Editing	Style Guides & Templates (print & online)
Creative Team Management	Third-Party Art Management
Current Trends	Typesetting
Deadlines	Web Production/Image Optimization
Editorial	Websites
Environmental Graphics	Wine Labels
Estimates & Proposals	Wireframes
Graphic/HTML Emails	
HTML & CSS (beginner)	
Image Libraries	

**Available for full-time, part-time, and freelance work
References and print portfolio available upon request**