

rob **tinsman** graphic designer

goal

Work in an upbeat environment with great people, creatively solving clients' problems.

work

Graphic Designer/Art Director 1997-present

Woods Equipment Company 2606 S IL Rt 2, Oregon, Illinois, 61061 815-732-2141

- Create graphics and design layouts for brochures, catalogs, newsletters, direct mail, sales programs, ads, exhibit materials, manuals, internal communications, logos, point of purchase materials, etc.
- Developed a "creative blueprint" tool and led brand development teams for product launches and promotional campaigns. This process helped ensure a solid creative outcome, consistent with corporate values and identity while accomplishing the communications objectives.
- Design equipment decals and manage product styling.
- Direct location and studio photography for agricultural and industrial products, and company apparel and merchandise.
- Develop structure and visual display for electronic media projects including redesigning the company website, CD-ROM electronic media, multimedia presentations, and software screens and graphics.
- Administer and maintain the department's Macintosh workstations and server environment, including server software, backups, hardware updates and troubleshooting.
- Act as a corporate identity consultant to establish guidelines, and ensure all graphic materials created within the Communications Department reflect the company's quality image and meet the graphic standards. Led identity transition efforts through acquisitions.
- Design tradeshow exhibit elements, floor layouts, and coordinated on-site setup of several national industry shows.

Graphic Designer 1995-'97

Daily Gazette 3200 E. Lincolnway Sterling, IL 61081 815-625-3600

- Created advertising, info-graphics and editorial illustrations for 20,000 circulation newspaper.

school

Bachelor of Arts, Visual Communication; Southern Illinois University at Carbondale

military

Illinois Army National Guard 1988-present

Sergeant First Class E-7; Battalion Food Service Sgt

- Manage all aspects of foodservice for five National Guard units.

tech

Mac and PC; Quark XPress, Adobe Photoshop, Illustrator, Acrobat, Indesign, Dreamweaver, Microsoft Office; OS X Server

portfolio

www.robtinsman.com

1112 Fieldcrest Drive, Rockford Illinois 61108 • 815 289 1589 • roberttinsman@mac.com