

EVAN THOMAS COLE

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EDUCATION

B.F.A., Visual Communication Design, Herron School of Art and Design, IUPUI
GPA: 3.675 (Dean's List)
Graduating May 15, 2011

EXPERIENCE

Creative Services Intern, (3/2010 - present) *in-house design*

I am currently interning in the Creative Services Dept. at the Indianapolis Motor Speedway. I have been able to work on a multitude of projects including logos, brochures, pamphlets, banners, stickers, business cards, programs, and several marketing pieces. At this internship I have been able to apply and strengthen my design and production skills.

VC5 Design Team, (2010) *transformation design*

Semester-long project that involved working in a group of six fellow design students. Through extensive research and rapid prototyping the group developed a successful campaign that spoke to the target audience and pushed for social change. Skills to be learned from this experience include group leadership and dynamic campaign ideation.

Indianapolis Junior Golf Foundation, (2009) *research, analysis, art direction*

Class assignment centered on determining communication problems, managing intricate communication issues, and acquiring techniques for successful decision making for a local organization. Skills learned from this experience include thorough research methods, thinking map tools, and professional presentation techniques. The extensive research along with my future vision, resulted in a self-art directed process book.

SAPB Marketing Team, (2009) *school event promotional materials*

University committee assignment requiring a poster, flyer, and commercial still for an event showcasing a public speaker and a film of special interest. Skills learned from this experience include design consistency through different format sizes, meeting the expectations of multiple committees, and innovative promotion tactics.

RELATED SKILLS

Adobe Software: Photoshop, Illustrator, InDesign, Dreamweaver

Microsoft Office programs: Word, Excel, Powerpoint, Entourage

Drawing and Illustration skills

- Knowledge of production terms and techniques
- Communication and public speaking skills
- Group facilitation/leadership skills
- Knowledge ethnographic research, communication auditing and rapid prototyping