

# Mike Pearce

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**Portfolio:** <http://be.net/MikeProductionDesign>

**LinkedIn:** <http://www.linkedin.com/in/mfpearce>

## QUALIFICATIONS PROFILE

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**Production Artist–Graphic Designer** with extensive experience for marketing and print; well-developed collaborative, written and verbal communication abilities. Possessing strong conceptual and planning skill, maintaining focus while effectively managing detailed activities. Creative experience in the following:

Logos	Ads	Brochures	Newsletters
Direct Mail	Signage	Image Compositing	Pop-ups, Dimensional

**Partial Client List:** Regis Corporation, AIMIA Inc., Supervalu Inc., Tad Ware & Company, Hunt Adkins, Best Buy, MTC

## PROFESSIONAL EXPERIENCE

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**Securian** St. Paul, Mn September 29 – November 19, 2014

### Production Artist

Revise and correct brochures, fact sheets and internal reference information to latest templates.

Responsibilities covered:

- Make full size color mock-ups as needed for client presentation.
- Format approved files to pdf for Lotus Notes job tracking application as well as for print vendors.

**TE Connectivity** Shakopee, Mn June – August, 2014

### Production Artist

Revise/rebuild internal product sheets, brochures, catalogs and white papers to current templates.

Responsibilities covered:

- Extensive use and adaptation of Indesign templates, tables, style sheets, copy formatting and placement.
- Format approved files for posting to TE Connectivity sites and for RR Donnelly JIT print access.
- Managing routine completion of high-priority short-term requests and revisions.

**Regis Corporation** Edina, Mn February 21 – May 30, 2014

### Production Artist, Supercuts

Deliver franchisee requests for individual retail ads, direct mail, and display signage.

Responsibilities covered:

- Providing one-to-one training to transition internal position to on-site vendor production artist.
- Building and delivering files following style guides, approved templates and repurposing existing files.
- Managing routine completion of high-priority short-term requests and revisions.

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**AIMIA Inc.** Plymouth, Mn December 12, 2012 – February 14, 2014

## **Production Artist, Studio**

Produce and design for loyalty marketing programs under direction from project managers and client services. Responsibilities include design standards, production art, language versioning, maintaining deadlines. Emphasis on file building and formatting in Photoshop and Illustrator for web and mobile: Pampers sweeps and newsletters, Delta Rewards, Shell newsletters, Hallmark promotional pods, Merck event agendas, Nielson catalogs, Century Link events, Visa custom reward cards.

Key achievements:

- Reduce file versioning time by 30% for multi-language web-placed newsletters and sweeps promotions using Photoshop and Illustrator scripting feature.
- Reduce file production time 50% and preserve consistency by applying extensive production knowledge.
- Minimize backlog and maintain deadlines with routine completion of high-priority short-term jobs.
- Provide specific how-to Creative Suite applications advice for on site designers and clients.

**SUPERVALU Inc.** Eden Prairie, Mn 2007 – 2011

## **Graphic Designer, Creative Services**

Successfully managed and coordinated graphic design projects from concept to completion. Worked collaboratively with business teams, Brand and Creative Managers to design for sales and marketing pieces. Consistently met deadlines, design standards and objectives with minimal supervision. Responsibilities covered print advertising, promotions, logos, structural packaging and branding for the 11 Banners within SUPERVALU.

Key achievements:

- Focused design on over-all marketing plan reducing previous inconsistencies and resulting in improved promotion visibility and clarity across entire enterprise; Wild Harvest Organic & Natural, Shop-Earn-Fuel, Essential Everyday and seasonal rewards promotions.
- Developed promotional materials for initial Preferred Rewards program; customer response 50% over projections leading to program expansion in 2 additional market segments.
- Design and format of multi-use cross-platform files and images allowed internal users and external vendors to independently place as needed for circular, web, ecommerce, newsletter, presentation.
- Minimized department job backlog and maintained deadlines with routine completion of high-priority short-term jobs: internal associate rewards, fuel centers, seasonal meal promotions.
- Applied experience to reduce file production time 50% while preserving file consistency.

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**Freelance Contractor** Minneapolis, Mn 1999 – 2007

## **Graphic – Production Artist**

Efficiently applied extensive experience of pre-press and graphics software to produce variety of finished files for clients and vendors. Emphasized attention to design, detail, and end-use specifications. Routinely self-directed with minimal supervision in dead-line oriented, quality-focused agency and corporate environments.

Key achievements:

- Kept costs and control in-house for reproduction quality, multi-use images with scanning, color correction and compositing skills.
- Minimized need to hire or train because of broad spectrum of experience with ads, brochures, tables, displays, package flats, signage and catalogs on site.
- Extensive production knowledge provided seamless transfer to end-user or vendor for print, web placement, powerpoint, word, PDF and ftp transfer.
- Expanded working knowledge of Windows-Mac cross platform issues while gaining proficiency with Media-Bin Image Asset software (General Mills).

## **PROFICIENCY**

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Adobe Creative Suite CS6 and CC: Photoshop, InDesign, Illustrator, Acrobat, Bridge. Font management, pre-press production art, design, Image formatting, color correction, compositing. Working knowledge of Windows, Ms Word, Powerpoint, Excel.

## **PORTFOLIO**

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## **HOME OFFICE**

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Adobe Creative Suite 6 Design Premium, HP Deskjet 9800

## **EDUCATION**

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Bachelor of Fine Arts-Commercial Art Emphasis University of Minnesota Duluth

Benchmark Learning web design course: HTML, Dreamweaver-CSS, Flash, intro Javascript. Completed May 2012.