Johnny German
Graphic Artist & Web Designer

Lancaster, PA
johnny@room13design.com
(215) 262-4358

Experience

Media Fusion Technologies - *Boyertown PA* | *www.goMFT.com*
Lead Web Designer, October 2009-present

As lead designer my primary role was to design and build websites using a proprietary CMS, while overseeing and representing a small design/production department. I worked in tandem with programmers and quickly learned the limitations and possibilities that their preferred ASP.net programming language has to offer, heavily manipulating custom controls to achieve almost any functionality needed. Other responsibilities included project quotations, client interaction, website maintenance, and support.

push. nudge, shove! - *Lancaster PA* | *www.PushNudgeShove.com*
Graphic Design and Web Development, January 2012-present

PNS is a small online marketing group, specializing in Social Media Marketing for a very selective list of small businesses. Duties include creative consulting, campaign brainstorming, custom social media pages, Wordpress website development, print and online ads, music promotion and packaging with strong client relations.

Room13 - *Reading PA* | *www.room13design.com*
Freelance Graphic Design and Web Development, July 2003-Oct 2009

As a freelancer, I wore many hats. I was simultaneously the sales person, estimator, project manager, marketing strategist, art director, copywriter, designer, developer, and production department. Working for myself for over 5 years has offered me a unique perspective. Throughout my career I have always been able to meet or exceed deadlines, but now I am also able to incorporate a business sensibility to the mix — how can I effectively minimize the time and effort while maximizing the value of the project? This is an important balance.

My projects have primarily been websites for small businesses, including retail, restaurants, medical/health care, music/entertainment, universities, real estate, even other web/design studios. Often these web projects also included logo design and custom illustration, and print projects ranged from tee-shirt design to complete restaurant branding - signage, menus, and ads.

John Korinko Design - *Boonton NJ* | *www.KorinkoDesign.com*
Designer, September 1999-July 2003

Small award winning studio with full-service capabilities, JKD is a marketing and design studio in northern New Jersey catering to both New Jersey and New York clientele. Projects included extensive toy packaging and related marketing items, magazine layout, branding/identity, print ads, direct mailers, unique small run promotional items, catalog production, and much more. Other daily activities included copywriting, art direction of product photography, photo retouching, and direct interaction with printers and pre-press professionals. This position tremendously strengthened my efficiency, enabling me to produce a lot of quality work within very tight deadlines.

Skills

» Strong knowledge of most printing processes, pre-press, and production

» Photo retouching and manipulation

» Ability to hand code in HTML/CSS/JQuery

» Custom Wordpress theme development

» Responsive website layouts

» Mobile website development

» Have created motion graphics with Flash

Education

» The Art Institute of Philadelphia
Visual Communications, AA, 1997

» Middle Bucks Institute of Technology - *Jamison PA*
Commercial Art, GPA 4.0, 1994

Software

» Photoshop
» Illustrator
» InDesign
» Quark Xpress
» Dreamweaver