



Mark Ariyoshi | Graphic Designer

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References available on request

Online portfolio at
<http://homepage.mac.com/mariyoshi/index.htm>

Profile

- Smart, focused designer with 14 years of experience designing for print, but with experience in web design, tradeshow displays and presentations; Wide-ranging interests include architecture, interior design, landscape design, furniture design, textiles, photography, fashion, and all fine art disciplines
- Expert knowledge of core design applications and software/file management; Thorough knowledge of prepress tasks and workflow; Good knowledge of file/hardware troubleshooting in a Mac environment and offset print production, bindery and finishing; Basic knowledge of lettershop and fulfillment operations
- Works efficiently and professionally with wide range of clients, whether independently or as part of a project team; Stays cool under extreme time and budget pressures

Work Experience

Graphic Designer, Kaye-Smith, Renton, WA, July 1995 to June 2007

- Provided comprehensive graphic design to a diverse client base for a large regional service provider specializing in data-driven communications and document management with a high emphasis on exceptional client service; Supported all internal departments, including Sales and Marketing
- Common projects included brochures, direct mail, product sheets, catalogs, newsletters, press/media kits, packaging, presentation folders, signage, display boards, tradeshow displays, Powerpoint presentations and information/data layout for statements and forms
- Attended client meetings, wrote estimates and proposals for design projects, conducted research, developed and executed concepts (including original illustration, copywriting or photography if needed), conducted comp reviews and presentations, commissioned outside services, worked closely with account representatives to manage and guide each project to successful completion (average 5-10 projects ongoing at a time)
- Prepress tasks included preflighting incoming jobs, troubleshooting file problems, maintaining and troubleshooting hardware (G5s w/ array of output devices), comped and proofed jobs utilizing appropriate output (PDFs, Canon inkjets, IRIS prints, HP Designjet output), prepared files for output (offset, high-end color box, outside vendor)

Freelance Graphic Designer, July 1993 to Present

- Provide concept-to-completion design services for variety of clients, including manufacturers, service businesses, independent business persons and non-profits; Project types include corporate/product/event identity and branding, brochures, ads, large-format displays, powerpoint presentations
- Perform all tasks related to running a small business, including budgeting, accounting, managing technology and software, and executing effective marketing and promotional efforts

Design-Related Skills

Traditional & Digital Illustration, 35mm Traditional & Digital Photography, Copywriting

Software Skills

Highly Proficient: InDesign/Illustrator/Photoshop CS2, QuarkXpress 6.5, Acrobat 6.0.2

Good Working Knowledge: Dreamweaver MX

Continuing to Learn: Flash MX, CSS layout & web standards

Next Challenge: Actionscripting, After Effects