



ardenart
visual communications

Arden von Haeger

visual communications

nashville | tennessee

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Professional Resume

Senior Graphic Designer

Catalog Music Corporation | nashville, tn

Senior Creative for Music Distribution Corporation, including concept, design, art direction and production for music product catalogs, utilizing MAC system, CS3 & CS4, and Illustrations created with traditional mediums as well as Illustrator and Painter software, account management and communication, customer service and computer systems management. Responsible for meeting deadlines, quality standards, and pre-press interaction with printer.

Freelance

nashville, tn

Maintained a freelance business specializing in Creative Direction, Art Direction, Illustration, Graphic Design, Project Management and Copywriting. Maintained client contact throughout the creative process to determine the direction, objectives and cost parameters of each project. Client presentations of work in progress, clear explanation of problem solving and the creative approaches utilized.

Expert level with traditional and digital: drawing mediums, pastels, oils, acrylics, watercolor and 3-D materials. Digital mediums include Painter, Photoshop, Corel, and Illustrator. Skilled with Wacom digital tablets. Expert concept artist, with the ability to concept quickly and prolifically. All illustrations based on concept image prior to developing final art. My artwork has been published and I have received numerous awards for finished illustrations created for a variety of clientel including advertising, editorial, book, marketing, and communications throughout the US and Europe. Mediums and subject matter vary based on client needs and concept.

Graphic Design includes proficiency with CS 3 & 4, Photoshop, Illustrator, InDesign and Quark. Knowledge of Flash, Dreamweaver and Maya. Design created for a variety of clientel from corporate to B2B accounts, including branding, identity, package design, logos and trademarks, marketing and sales materials, and point of sale. Proficient on MAC and PC platforms.

Faculty

nashville, tn

Faculty member at Nossi College of Art – instruction includes: Photoshop, Illustrator, CS4, Illustration, Alternative Mediums, Art Direction, Perspective Drawing, Anatomy, Portfolio and Resume Preparation, and Small Business Management. This enables me to communicate well and direct, all levels of experience designers and staff.

Partner

Parallel Creative Group | chattanooga, tn

Principal partner in creation of full service graphic design studio in Chattanooga, Tennessee. Concept and development of company with partners, from initial start up identity, software and hardware acquisitions, to operational systems. Solicited local and regional business, and maintained in-house graphic design and management needs. Client service included identity campaigns, marketing strategies, design and implementation of collateral materials, and presentations. Worked directly with service providers and third party vendors

Creative Director

Wellstone Communities | chattanooga, tn

Wellstone is a community developer with projects in Chattanooga, Atlanta, Hilton Head and Dallas. Designed, developed and created an in-house advertising/marketing department. Hired graphic designers, writers and public relations. Developed advertising, marketing and sales materials for community developments and corporate identity. Managed staff personnel and directed creative, including print, web, copy, design, photography, department traffic, and production management. Responsible for branding corporate and client identities including graphics, style guidelines and brand direction. Materials include: Advertising, sales marketing collateral, outdoor, direct mail, branding and identity, sales center signage and graphics, and corporate communications. Responsible for hiring free lance graphic designers, photographers and print vendors. Directed photoshoots and managed shot list, stylist and talent searches.

Sr. Graphic Designer/Art Director/Creative Manager

Ensworth School | nashville, tn

Responsibilities include graphic design and illustration for school publications, advertising, marketing and admissions materials. Supplied all creative including Admissions brochures, Institutional Advancement and Fund Raising brochures, Annual report, school promotional magazine, numerous fliers and postcards, High School Identity development, High School Sports graphics development, and development of school identity and branding. Mac OS and software. Handled all print production.

Creative Manager/Art Director/Sr. Graphic Designer

CNA Insurance | nashville, tn

Top Creative in CNA Life Advertising/Nashville. Managed and Supervised Graphic Designers, Production, creative support both in-house and through outside sources, and forms development. Assisted in development of CNA graphic identity and branding both in print and web applications. Developed creative brief outlining creative approach for project needs. Developed concepts and themes for various marketing/agent incentive and motivational program support materials. Worked directly with Marketing and Project Management to develop quality marketing print and web communications for agents and consumer applications. Managed equipment within the department including, hardware and software needs, outsourcing as necessary and quality control. Served as lead Graphic Designer and design consultant on the majority of materials produced within Life Marketing/Advertising Department. Developed electronic design formats for a variety of needs including print, client review, web, trade shows and meeting/presentations. Developed Power Point and iMovie presentations for agent sales force.

Sr. Graphic Designer/Art Director

Steve Diggs & Friends | nashville, tn

Graphic design and art direction for various projects including book design, publishing, annual reports, corporate identity, logo design, advertising, packaging, and promotional campaigns. Concept through production. Desktop publishing includes knowledge of Mac platform, Quark, InDesign, Photoshop, Illustrator, Freehand, scanning, color separation, silk screen, and print production.

Education

Art Institute of Pittsburgh (Commercial Art/Visual Communications) - Pittsburgh, Pennsylvania
Millersville University (Fine Art)- Lancaster, Pennsylvania

Awards

Nashville ADDY Awards | Society of Illustrators
New York Art Directors Club | New Jersey Art Directors Club
Art Directors Club of Saint Louis | Print's Regional Design Annual | AIGA Member

Clients

Turner Broadcasting • Anheuser Busch • Henry Holt Publishing • Harcourt Brace Publishing • A G Edwards • Berol Corp • Chemical Bank • Bell South Mobility • Nissan • Wisconsin Power • NHL • Cosmopolitan Magazine • Ryder Corp • New York Opera • NBA • NFL • Van Kampen American Capital • Mac Computing • World Cup Soccer • Inside Sports • Nashville Ice Flyers • Baptist Hospital • Martha O'Bryan Center • Reunion Records • Miller Brewing Company • Wisconsin Public Service • Worth Corp • General Electric • Texaco • Exxon • Shell Oil • Blockbuster • Vanderbilt University • Microsoft • Cooper Aerobic Center • UNUM • CNA Insurance

Proficiency

CS3 & CS4 | Photoshop | Illustrator | InDesign | Dreamweaver | Flash | Acrobat | Office Suite | Creative Direction
Art Direction | Graphic Design | Illustration (any medium or style)
Painter | Wacom tablet
Macintosh Platform & OS | PC Platform XP
Current Professional Courses - Maya | Flash

Interest

Outdoor activities | Running | Sculling | Fly Fishing | Hiking | Teaching | Painting | Boating | Family | Youth Volunteer