



**august r. e. armstrong**

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## art/design skills

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- **graphic design** and layout: brochures, mailers, web sites, and more
- comfortable in both two and three-dimension design
- generate new product concepts, toy ideas and characters
- produce e-greetings, greeting cards and calendars
- conceive packaging and die-cuts
- design new kiosk looks with interactive menus and marketing screens
- fabricate prototypes
- style photo shoots
- create props and fashion costumes
- construct window and store displays

## computer skills

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- **Mac** and **PC**
- **Adobe Creative Suite:** Photoshop, Illustrator, Flash, Dreamweaver, and InDesign
- Familiar with **HTML** and **CSS**
- Microsoft Word and PowerPoint
- Ability to **learn** new programs quickly and **easily**

## education

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2012      **Bachelor of Arts: *Graphic Design & Sculpture***, Cleveland State University (anticipated May 2012)

## professional experience

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- 2006 – 2009      **President, *Friends of the Lakewood Dog Park, Lakewood, Ohio***  
Arranged meetings with City Officials for park improvements and needs. Took over and updated web site, raised funds with membership drives and special events, organized work parties and public meetings
- Started Lakewood Dog Swim, which has become the **largest fund-raiser** of the year for the dog park
  - Created logo for park brand recognition
  - Added many extras to the dog park and web site that enhanced the visitor experience
- 2005 – 2008      **Freelance Graphic Artist, *American Greetings – Creative Photo Studio and Creative Design Studio, Cleveland, Ohio***  
Worked with Creative Design Studio Planners. Created greeting card art per planning and deadline guides, and costumes, props, and styled photo shoots for Creative Photo Studio
- Was especially brought in to help with wardrobe and props for Chimpanzee shoot
- 2004 – 2005      **Prototype Fabricator, *American Greetings – Photo Graphics***
- Created samples of specialty greeting cards, party goods, bags and boxes
- 2004      **Graphic Artist, *Sunrise Impressions, Independence, Ohio***  
Designed full color business cards, mailers and brochures
- Created and organized digital files for purchased photos and art for easy reference and use
  - Created lay-out templates for most popular products

- 2003**      **Visual Display Merchandiser, Petitti Garden Centers, Strongsville, Ohio**  
 Was brought in to add a sense of **fun and creativity** to all seven of the Petitti's Garden Centers, especially for their **premier store** in Strongsville
- Introduced fabric and signage for the Home Accent Department
  - Created new ways to use the large garden merchandise (Gazebos, Arbors, etc.) as themed showcases for smaller items
  - Re-organized bird products, creating a Bird and Wildlife Center
- 2001 – 2002**    **Photo Stylist/Computer Artist, American Greetings – Creative Photo Studio, Cleveland, Ohio**  
 Fabricated scenery or looks for photo shoots. Searched for and booked models (human and animal) for photo sessions. Brainstormed and designed **new product**. Performed photo clean-up and manipulation utilizing Adobe Photoshop
- Booked puppies and kittens and designed all photo styling and Photoshop work on Puppies, Kittens and Buddies Calendars
  - **Designed** an Easter Card line and Codesigned a Valentine's Day card line **for Target**
  - Hand-picked for a Special Project Team to brainstorm product concepts
- 1992 – 2001**    **Senior Developer – Graphics and Animation, Senior Graphic Designer/Line Planner, Computer Artist, American Greetings – CreaCard/AG.com Division, Cleveland, Ohio**  
 Was one of the original designers/production artists for innovative personalized CreaCard greeting cards. CreaCard matured into American Greetings.com. As Senior designer/developer I helped to create online greeting cards, unique products for in-home print products and worked with freelance artists.
- Created new techniques utilizing vector drawing programs and plotter printers to create unique looks for greeting card artwork.
  - Designed marketing screens and interactive touch menus for kiosks
  - Initiated, sculpted and animated clay characters and plush bears for Internet – blending existing and state of the art technologies, introducing a new concept in electronic greetings
  - Created electronic greeting card rated as third most popular AG.com Christmas e-greeting for the year 2000
  - Developed prototypes, templates and interface style for unique in-home print software packages

## **honors**

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- 2009 – 2011**    **President's List for Outstanding Academic Achievement, Cleveland State University**
- 2007 – 2009**    **Dean's List for Outstanding Academic Achievement, Cuyahoga Community College**
- 1999**            **Finalist for Innovation, American Greetings Chairman Awards**
- 1994**            **Best Booth, American Greetings Artist Craft Show**
- 1993**            **Excellence for Body of Work, AG Spring Fine Art Show**

## **creative development**

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- 1989**            **Neon Sculpture Class, Lili Lakovich - Neon Artist/Instructor**  
 Museum of Neon Art, Los Angeles, California
- 1986**            **Animation, David Block - Disney Animator, Producer, Director**  
 UCLA, Los Angeles, California