



JEFF WOLF

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www.jwolfdesign.com

Objective

As an experienced graphic designer my goal is to continue in the never-ending pursuit of visual excellence while keeping an eye on the ultimate goal of selling the client's goods or services.

Experience

WOLF DESIGN — Painesville, Ohio

July 2003 — Present

Owner / Creative Director

As a freelance designer for multiple clients I create and produce various projects including direct mail, logo designs, marketing collateral pieces, space ads and informational Web sites.

MCMILLEN COMMUNICATIONS — Missouri City, Texas

June 1994 — June 2003

Director of Publishing Operations / Creative Director

Joined the publishing services and circulation fulfillment company in its infant stages and helped it grow from a half dozen publications to over 30 currently active titles. Provided design and copywriting services for various circulation-generating campaigns such as direct mail, space ads, telemarketing and advance renewals. Also created and maintained www.mcmillenncomm.com

SUMMIT PRESS — Missouri City, Texas

Dec. 1997 — Sept. 1999

Creative Director

Instrumental in the publishing of various titles including *Xtreme Sports* (4-color, hardcover), *Texas Golf* (4-color, hardcover), *Texas Gardening — Wildflowers* (4-color, softcover), and *Texas Gardening — Vegetables* (4-color, softcover). Oversaw and assisted in the design and editorial direction of each title while managing a staff of editors, writers, photographers and designers.

MCMILLEN PUBLISHING — Missouri City, Texas

July 1995 — Sept. 1999

Art Director / Managing Editor

Created and produced different publications in a wide array of formats from *Texas Gulf Coast Gardening* (4-color newsletter) and *Texas Garden Almanac* (black and white softcover) to *49ers Report* (4-color tabloid) and *49ers Report Football Guide* (4-color magazine). Worked alongside an editor, designer and photographer in addition to hiring freelancers for each title.

PRO FOOTBALL PUBLICATION ASSOCIATION — Missouri City, Texas

Sept. 1994 — Dec. 1999

Art Director

Coordinated, designed and produced all space ads, advertising materials and media kits for a group of independent publishers representing 22 different NFL team publications. Four-color ads appeared in *USA Today*, *Playboy*, *The Sporting News*, and numerous pro football annuals.

GRAND MEDIA CORPORATION — Berea, Ohio

April 1990 — Feb. 1994

Art Director / Managing Editor

Responsible for everything from initial design to final production of *Browns News/llustrated*, the Official Publication of the Cleveland Browns (26 iss./year). Also designed all collateral materials including space ads, media kits, schedule cards and fulfillment inventory. Responsibilities were additionally the same for *49ers Report* and *Oiler News*, the official publications of the San Francisco 49ers and Houston Oilers respectively.

PIP PRINTING — Mentor, Ohio

August 1987 — April 1990

Graphic Designer

Designed and prepared for printing 80% of all artwork produced for four Northeast Ohio printshops.

Education

COLUMBUS COLLEGE OF ART & DESIGN — Columbus, Ohio

B.F.A., Advertising Design, 1987

Achieved the President's and Dean's Lists, exhibited in the annual student show, and was a CCAD scholarship recipient.

Skills

Some artists use a paint brush. My brush is the Macintosh computer system. Proficient with Quark, Photoshop, Illustrator, InDesign, Acrobat, Freehand, Pagemaker and GoLive.