

Stephen Ferris

SENIOR GRAPHIC DESIGNER

Boise, ID

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208.319.4058 mobile

With 18 years in the field, I'm passionate about quality design. I have worked on a vast variety of projects and have extensive experience with vector logo design, branding and marketing as well as many other print and web deliverables. A handful of the types of projects I have designed would include signs, 3D signs and products, brochures, banners, signs, wall art, billboards, product design and packaging, clothing, front end web, email marketing, vehicle wraps, trade show booths, as well as many other design elements.

I love what I do and I'm always looking to improve and move forward. My design experience is at the expert level and I'm very open to learning new forms of creative media and design. I believe in honesty and excellence but I am always easy going and easy to work with. If I don't know something I'll ask or research myself. I am a creative, but I am also organized. I enjoy working with clientele to provide design pieces they love and that market their business or product effectively.

Portfolio at Krop.com/stephenferris

Specialties: Graphic Design, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, blender 3D renderings, Sketchup, Photography, Microsoft Office, Creative Team Experience, can work under deadlines, client & vendor relationships, knowledge of pre-press process and screen printing, portrait photography, product photography; very skilled in vector graphics, logos/branding, and photo-retouching.

A little about me:

I'm 37, married for 16 years with an awesome boy, and two great rescue dogs. I love living in a mountain community and working in the yard/shop/garden on weekends. I'm very loyal to a company that values me and I want to stay with a place for years to come. I would love to be a part of a family-type business where folks genuinely care for the people they work with.

Experience

Graphic Designer

Meridian ID
Feb 2019 - Present

Advanced Sign/Woodland Manufacturing

Responsibility Summary: Create graphics and product designs to assist clients with visualization and confidence to convert.

Design

- Create enticing designs according to client and sales team requests
- Provide visuals of custom orders with proofs, art layouts, 3D renderings, and spec sheets
- Balance quick simple graphics and complex large projects that take time
- Maintain quality and consistency of design according to brand standards
- Provide assets to sales team to help them sell jobs and grow revenue
- Train new designers based on industry practices and brand guidelines
- Create and teach training courses for sales team in design/layout techniques
- Assist in managing fonts and licensing with Art Director
- Make adjustments and changes to artwork as requested by client or sales team
- Design custom products that are viable in production and meet the client's needs
- Meet requirements of architectural specifics and accurately render construction of signage
- Produce original artwork for online direct-to-consumer and retail sales
- Create & maintain a 3D blender templates for art renderings
- Create realistic room and product 3D renderings for use on web product pages
- Create & maintain a working library of 3D textures for art renderings
- Create & maintain templates for Sales & Design Team
- Assist in adherence to company branding
- Assist in creation and maintaining templates for sales team proofs
- Create accurate 3D spec drawings for products using Sketchup

Teamwork

- Adhere to priorities set by Art Director and sales team
- Deliver visual assets on time to meet deadlines
- Openly communicate with sales and production teams to provide accurate deliverables that meet the clients needs and

are viable in production

Training - Knowledge

- Keep up with design and signage trends
- Stay current with graphic application software functionality and possible efficiencies
- Acquire basic knowledge of construction and architectural signage components
- Acquire basic working knowledge of HTML/CSS from Art Director

Owner/Sole Proprietor

Boise, ID
Jan 2008 - Present

Freelance Graphic Designer/Photographer

- Work with clients to create various designs, publications and web elements for a large variety of applications, including (but not limited to) logo & brand identities, vehicle wraps, brochures, banners, signs, packaging design, clothing design, business cards/stationery, post cards, email marketing, social updating, photography/photo retouching
- Provide clients with creative direction of company marketing, communications & creative solutions
- Act as the sole, remote designer for a local high volume vehicle wrap, graphics and sign shop.
- Work directly with business owners to provide creative and professional vehicle wrap designs including clients such as Serv Pro, Coors Light, Diesel Tech Magazine, Jack Links Beef Jerky, Café Zupas, Dutch Bros, Tom Scott Toyota, Larry H. Miller, Primary Health, Crazy Frog and Idaho Fish & Game.
- Network b2b to establish relationships and seek new clients for future work
- Photography experience including wedding, engagements, party and action shots, portrait photography, indoors and outdoors experience
- Product and food arrangement and photography
- Knowledge of lighting setup/usage for small to medium portrait shoots and product photography • Experienced shooting in low-light situations with no flash
- Aerial and landscape photography
- Large event photography at concerts, lectures, graduations, etc.

Production Coordinator/Lead Designer

Boise ID
Feb 2012 - Oct 2013

Kane and Associates

- Manage multiple clients' projects using project system and work with contractors to ensure that deadlines are met and clients receive desired deliverables that meet and exceed their expectations
- Deliver changes to contractors and make sure needs are fully understood
- Design and develop marketing (broad-market) elements, such as sign designs, local publication advertisements, national magazine advertisements, electronic
- Participate/run client meetings
- Work with clients to create various designs, publications and web elements for a large variety of applications, including (but not limited to) logo & brand identities, brochures, business cards/stationery, post cards, email marketing, social layouts, photography/photo retouching

Sales Manager, Designer

Boise, ID
Mar 2012 - Nov 2012

Signs 2 U

- Generate new business and provide quality, timely services in a professional manor by working with customers to get them signs, sign products, and designs to fit their needs
- Design work including signs, banners, trailer wraps, vehicle wraps, vinyl and logo brands
- Run large format printer/cutter, install vinyl on substrates
- Provide customers with a quality, friendly point of sale experience
- Production work including but not limited to printing/cutting, weeding, taping, hemming, gromits, applying vinyl to substrates, installing non stud mount signs, etc.

Graphic Design Coordinator

Kalamazoo, MI
May 2005 - Oct 2011

Valley Family Church of Kalamazoo

- General responsibilities are to create various designs, publications and web elements for a large variety of applications, including (but not limited to) message series themes & brand identities, ministry logos & branding guides and general organization-wide publications
- Participate on Creative Team and develop overall look, “feel” and style of message series, individual ministries and other initiatives
- Manage various graphic design volunteers and interns to assist in workload
- Incorporate theme designs into individual elements, such as posters, banners, lower 3rds (for video usage), event tickets, flyers, brochures and custom PowerPoint templates
- Design and develop marketing (broad-market) elements, such as billboard designs, Yellow Book advertisements and bulk mailers
- Design full scope of website elements including the 2008 ValleyFamilyChurch.org site and E-blitz designs
- Design various product packaging such as for special USB drive products, book covers, CD/DVD's
- Other special design projects including apparel, stationery, direction signs, product signs, café menus, business cards and presentation outlines

Education

Diploma

Otsego, MI
Aug 2000 - Feb 2004

Otsego High School

Graduated with honors.

Graphic Design Internship

Kalamazoo, MI
2004 - 2005

Valley Family Church

Worked as an intern to create new series designs and deliverables every few weeks. Learned Indesign and Illustrator under the publications coordinator.

Advanced Sign

Blender training from Art Director for 3D mock up

Boise, ID
2020 - 2022

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