

Professional Profile - Justin

I have been drawn to design since my early childhood. As a child, I would spend countless hours constructing original designs with Legos. I would throw away the instructions, and come up with original aircraft, land rovers, and space ships. My interest in design continued with fine arts classes in high school. I expressed my interest for computer graphic design later in high school and advanced computer graphic design classes were created to push my design skills further. I went on to receive a scholarship from Highland Community College and graduated with my Associates of Arts Degree in 1997. During the summer of 1997 I was employed at a local newspaper where I served as an Advertising Designer. During this time I was responsible for design and layout of daily advertisements published in the paper. I then attended Kansas State University and graduated with my BFA in Graphic Design in 1999.

Before graduating from KSU, I landed a graphic designer position with Cardinal Brands. Cardinal Brands, Inc. is a \$300 million marketer of high-quality business, consumer, and hobby products distributed through a network of leading retailers, wholesalers, contract stationers, and dealers. At Cardinal I created innovative new products, packaging, promotions, and sales collateral through a combination of print technology, software, color trends and market research. I also developed company logos, websites, style guides, 3-D displays, catalogs and product illustrations for new products. I then grew into a Project Coordinator role at Cardinal Brands. My duties included conducting research-base studies to support advertising targets and developing functionality, packaging, and overall appearance from start to finish.

Education

Associate of Arts in Graphic Design
Highland Community College, Highland, KS Spring 1997

BFA in Graphic Design
Kansas State University, Manhattan, KS Fall 1999

Work History

- Project Coordinator/Graphic Designer – Marketing Division
Cardinal Brands, Inc., Lawrence, KS 2007-2008
- Graphic Designer – Marketing Division
Cardinal Brands, Inc., Lawrence, KS 1999-2007
- Advertising Designer
Hiawatha Daily World, Hiawatha, KS Summer, 1997

Professional Accomplishments

Graphic Designer

- Developed and designed over 200 new products where placement included Staples, OfficeMax, Office Depot, Wal-Mart, and Sam's Club.
- 2001 Best Category Development – Business Forms – Staples, Inc.
- Lead print technology & printing team for Anoto digital paper products.

- Helped design tax software and packaging that is sold at Sam's Club and Staples

Website Designer

- Researched & Developed high-end websites
- Developed Flash interaction and galleries to enhance website experiences
- Helped many local companies' websites jump to page one for organic searches

Lifestyle

I enjoy spending time with my son in Lenexa, KS. In my spare time I like playing basketball, softball, golf and most any outdoor sport. I love watching pro and college football as well as college basketball. I grew up in rural northeast Kansas on a dairy farm where my mother and father still reside.