



ALAN SHOWECKER

Product/Visual Designer

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SUMMARY

A Multi-disciplinary Designer with over 13 years of experience, spanning Large-format, Direct Response Advertising along side Pre-press/Pre-flight, as well as visual design and Logo Design/Brand Identity.

RECENT EXPERIENCE

Freelance Design – Multidisciplinary

April 2022 – Present

- Working with international franchisees and clients discussing goals with each project such as strategizing
- Ensures that all deliverables are completed in a timely manner based on expected timeframes or earlier, giving more time for the client to look over designs.
- Preflight different products such as books or large-format designs, ensuring all files are prepared and ready to process by print companies before production.
- Handled miscellaneous designs for clients spanning direct response format advertisements, brochures, business cards and pamphlets.

Software Tools: *Adobe Photoshop, Adobe Illustrator, Adobe Photoshop*

Key Skills: *Brand Identity, Concept Development, Typography, Styling & Readability, Conciseness, Pre-print Production*

Town Money Saver – Graphic Designer/Production

Oct 2018 – April 2022

- Worked alongside franchisees to create advertisements that maintain the client's brand needs while delivering exceptional quality to all ad designs.
- If a client does not have an established brand, I will generate a brand for them to use until they decide on an official brand guide for themselves.
- Responsible for updating deals from advertisements for our website, ensuring that our clients deals are also available online.
- Coordinated with franchisees to finalize designs before deadlines as well as preflight all books before they're sent for print, ensuring all files follow the correct color settings etc.

Software Tools: *Adobe InDesign CC, Photoshop, Illustrator, Google Docs, Google Sheets*

Key Skills: *Brand Identity, Concept Development, Typography, Styling & Readability, Conciseness, Pre-print Production*

EDUCATION

Bachelor of Science – Game Art

Full Sail University

Winter Park, FL

Webpage Design & Programming

Pioneer Career & Technology Center

Shelby, OH

ACHIEVEMENTS

TMS — DESIGN OF THE YEAR (x2)

As a Junior, I was recognized for having one of the best designed advertisements among the company for two years in a row.

TMS — INCREASED MARKET VALUE

Over the course of my career I've increased value for multiple markets delivering best in class ad designs, increasing interest among vendors and other businesses.

TMS — SERVICE QUALITY

I've represented the company by delivering high quality communication, service and timely request turn arounds among franchisee's.

INTERESTS

PRODUCT DESIGN

I feel that my love for visual design and it's effectiveness towards viewers and having business should evolve into product design, where I can continue to expand on bridging art and functionality into a product.

DESIGN IN GENERAL

My goal as a designer is to constantly evolve and improve my work, bridging my knowledge in other fields into my design process.

PROFESSIONAL EXPERIENCE *cont.*

Chalmers P. Wylie Columbus VAACC – Visual Design Specialist

Sept 2016 (1-month contract)

- Designed on-site signage, banners, glass displays, and wall graphics with VA's strict accessibility-driven requirements, with veterans or visitors with visual or cognitive impairments in mind.
- Worked closely with Public Relations to develop branding, product positioning, and media messaging, making sure any signage meets the needs of any department within the facility.

Software Tools: *Adobe Photoshop, Illustrator*

Sign Graphix Inc. – Print Production Specialist/Graphic Designer

Nov 2015 – April 2016

- Preflight and staged graphic elements using Adobe Illustrator, ensuring that all graphics are sized correctly as well as have the correct color settings for dedicated large-format printers.
- Designed and staged graphic elements using Adobe Illustrator, Photoshop, laser cut/CNC machines, and Flexi Sign Pro.
- Worked with vendors (e.g., Jones Potato Chips) on assembling grocery store displays.
- Produced designs for trade show banners, signage, decals, etc. using machines such as HP Flatbed printers, wide-form printers, and plot cutters.

Software Tools: *Adobe Photoshop, Illustrator, Flexi Sign Pro*

Chalmers P. Wylie Columbus VAACC – Intern

Oct 2012 – Mar 2015 | Whitehall, OH

Main Responsibilities:

- Designed on-site signage, banners, glass displays, and wall graphics with VA's strict accessibility-driven requirements, with veterans or visitors with visual or cognitive impairments in mind.
- Worked closely with Public Relations to develop branding, product positioning, and media messaging, making sure any signage meets the needs of any department within the facility.
- Participated in work events assisting with photography, audio setup/ troubleshooting, etc.

Software Tools: *Adobe Photoshop, Illustrator*

SKILLS



- ↑ I am proficient in **Figma & Framer**. Also Highly proficient in Adobe Creative Cloud Suite such as **Photoshop, Illustrator and InDesign**.
- ↑ Strong understanding of **Visual Hierarchy, Typography, Layout Design, and Brand Identity**.
- ↑ Works well on tasks within tight deadlines, and under pressure.
- ↑ Analytical Thinking, Effective Communication, Problem Solving, Team player, Collaborative, Adaptable.

REFERENCES

Available upon request