



# Alan Showecker

## Graphic Designer

I am a highly creative Graphic Designer with **11+ years** of multi-disciplinary work, which includes ad design (both digital and print), logo design, and UX/UI design.

## Education

### Full Sail University

B.S. – Game Art

📅 2011 – 2014

📍 Winter Park, FL

### Pioneer Career & Technology Center

Webpage Design & Programming

📅 2009-2011

📍 Shelby, OH

## Skills



📈 Highly proficient in Adobe Creative Cloud Suite such as **Photoshop, Illustrator and inDesign**. I am also proficient in Adobe Lightroom.

📈 Strong understanding of **typography, layout design, brand identity, & commercial ad design**.

📈 Able to work collaboratively with clients and/or other team members.

📈 Works well on tasks within tight deadlines, and under pressure.

## Work Experience

### Freelance – Graphic Designer

📅 April 2022 – Present 📍 Dayton, OH

#### Main Responsibilities:

- Design newsletters for local schools through Town Money Saver.
- Design Billboard Advertisements for Lind Media
- Coordinate with franchisees/Point of Contact to finalize designs and books before deadlines.
- Handle miscellaneous requests from clients.

#### Software Tools Used:

- *Adobe Photoshop, and Illustrator.*

### Town Money Saver – Graphic Designer

📅 Oct 2018 – April 2022 📍 Lucas, OH

#### Main Responsibilities:

- Design advertisements for printed coupon books.
- Update digital versions of coupons monthly.
- Coordinate with franchisees to finalize designs and coupon books before deadlines.
- Maintain and update print schedules, sales sheets, and market/circulation data.
- Handle miscellaneous requests from franchisees and area developers.

#### Software Tools Used:

- *Adobe InDesign CC, Photoshop, and Illustrator.*
- *Google Docs and Google Sheets for daily tasks.*

### Lifetouch – Print & Processing Operator

📅 Nov 2016 - Oct 2018 📍 Galion, OH

#### Main Responsibilities:

- Analyze account workload (quantity, complexity, and due dates) to predict and prevent issues.
- Ensure all work is completed on time before deadlines.
- Monitor product standards and ensure the quality of all finished products.
- Maintain customer satisfaction while delivering high-quality results.
- Participate in weekly meetings with team members and management to prioritize projects and improve efficiency.

#### Work Proficiencies:

- *Workload Management, Team Collaboration, Quality Assurance*

## Work Experience (contd.)

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### **Chalmers P. Wylie Columbus VAACC – Visual Design Specialist**

📅 Sept 2016 (1 mo. contract) 📍 Whitehall, OH

#### **Main Responsibilities:**

- Created on-site signage, banners, glass displays, and wall graphics.
- Worked with the production team on advertisements and promotions.
- Partnered with internal PR firms to develop branding, product positioning, and media messaging.
- Used imagery and marketing materials aligned with VA standards.

#### **Software Tools Used:**

- *Adobe Photoshop, and Illustrator.*

### **Sign Graphix Inc. – Print Production Specialist/Graphic Designer**

📅 Nov 2015 - April 2016 📍 Whitehall, OH

#### **Main Responsibilities:**

- Designed and/or 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.
- Collaborated with internal designers on strategy and design for annual marketing campaigns.
- Production of advertisements such as trade show banners, signage, decals, etc. from concept to completion. using machines such as HP Flatbed printers, wide-form printers, plot cutters etc.

#### **Software Tools Used:**

- *Adobe Photoshop, and Illustrator, Flexi Sign Pro*

### **Chalmers P. Wylie Columbus VAACC – Intern**

📅 Oct 2012 – Mar 2015 📍 Whitehall, OH

#### **Main Responsibilities:**

- Designed and created articles, brochures, advertisements, trade show banners, and signage.
- Worked with production teams and internal PR to coordinate advertisements and promotions.
- Developed branding, product positioning, and media messaging.
- Used stock graphic imagery and marketing materials aligned with VA guidelines.

#### **Software Tools Used:**

- *Adobe Photoshop, and Illustrator.*

## References

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Available upon request