

# John Arneson | graphic designer

## CONTACT INFO

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## WORK HISTORY

### **Owner - Arneson Design** ***August 2007 to Present***

- Responsible for all aspects of freelance graphic design business including design, marketing, production and invoicing
- Scope of work includes print, web, multimedia and search engine optimization
- Clients include UMB Bank, Libretto Communications, Mafia Mike's Pizza, Cox Consulting, Gerald Hannah Group, Staples, BikeWalk KC, 5150 Triathlon Series

### **Graphic Designer - UMB Financial Corporation** ***September 2009 – August 2010***

- Graphic designer for the corporate Sales, Marketing & Communications department, collaborated with regional marketing directors, communications managers, copywriters, freelance designers, external ad agencies, internal print center and web team to develop effective marketing campaigns
- Managed a variety of projects including: print ads, packaging, invitations, web ads, email campaigns, employee handbooks, promotional items, quarterly fund reports, newsletters, conference presentations and bank center collateral
- Ensure brand standard consistency and compliance on all projects
- Prepare files for print production and provide support throughout the production process
- Member of the UMB Green Team, Corporate Challenge and Bike MS150 team

### **Graphic Designer / Production Manager - Best Price Banners and Signs / Rent-A-Banner** ***January 2003 to September 2009***

- Design, sales, management and quality control of projects grossing roughly \$600k annually
- Experience with die-cut vinyl, large format digital, UV flatbed and screen printing
- Monitor inventory and purchase over \$100k in production materials annually
- Research materials, obtain bids, and subcontract various projects to national vendors
- Supervise employees and coordinate production schedule

### **Food Server / Bartender – Millcreek Brewery / Joe D's on 39<sup>th</sup> Street** ***February 2001 to November 2004***

- Provide attentive and knowledgeable service to patrons ensuring a pleasant dining experience
- Helped maintain and improve the facilities beyond normal scope of duty
- Created promotional signage, flyers, advertisements and menus

### **Production Manager - NDSU Spectrum Newspaper** ***August 2000 to January 2001***

- Responsible for complete layout of newspaper using established style guides
- Semiweekly output of production files to external printing press following printing standards
- Coordinate ad specifications with sales team and managed team of ad designers

## SKILLS

Proficient in Adobe CS5 InDesign, Illustrator, Photoshop, Bridge and Acrobat  
Experience with Microsoft Office Suite, Adobe Flash and Dreamweaver  
Well-versed in Mac OSX and Windows operating systems

## EDUCATION

Bachelor of Arts / Graphic Design - Minnesota State University Moorhead, December 2001  
Continuing multimedia, web design and search engine optimization coursework

## ACHIEVEMENTS

2010 Bronze Quill award winner, 2011 South Africa Ironman finisher, 2011 Kilimanjaro Summit

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### RECOMMENDATIONS

“I had the experience of serving as John's manager while he worked as a graphic designer at UMB. John's creativity, talent and dedication were a dynamic force within the team. It is apparent to anyone working with John that he takes great pride in his work and the final product consistently represents quality. His contagious positivity and team spirit is undoubtedly an incredible team asset.”

*Mandie Nelson, VP Corporate Communications, UMB Bank*

“John designed the 5150 Bela Bela Triathlon course maps for us. We are extremely happy with the outcome. It was a pleasure to work with John on this project. We will definitely approach him in the future again for graphic design for other events in our portfolio.”

*Werner Smith, Race Director, 5150 Ironman series*

“I've hired John Arneson to work on several projects with me and I have never been disappointed with his work ethic, creative skills and strategic thinking. He always produces on time and within budget and offers endless creative ideas, which make him a real asset to have on the team. I will continue to work with John on future projects.”

*Donna Mandelbaum, Owner & President, Libretto Communications*

“John was always a pleasure to work with. Although the projects were small, he always treated them with great importance. I am very impressed with his attention to detail and great work ethic.”

*Jennifer Israel, Human Resources Director, Zimmer Titus*

“John is a very creative graphic designer who brings new ideas to the table. In an industry that may not be as creative as most, he was able to think outside the box. He is very patient and is a great teacher to those he mentors.”

*Sharon Girrens, Senior Communications Manager, UMB Bank*

“I have worked with John for several years and his work as a project manager and graphic designer has been excellent. His knowledge of the industry and attention to detail has made for an extremely easy working relationship.”

*Jeff Ortiz, Production Manager, Focus Printing Group*

“I have hired John on a number of occasions to create complex graphic designs to be used in multimedia event productions across the country. John strives to deliver the perfect result for any occasion and the results always exceed expectations. John's creative interpretation of even the simplest request yields incredible results. I highly recommend John for your graphic design needs.”

*Tony DiCola, Senior Consultant, BT INS*

“John is very detail oriented, very creative and customer focused. He listens to the customer requirements and responds quickly. I can't recommend enough – he's excellent!”

*Kendal Smith, Owner & President, Best Price Banners & Signs*

“John is a very talented and creative graphic designer. He brings a fresh perspective to any project he works on. At UMB he was very dedicated and was eager to help out his team members and volunteer his time. He was also a part of our green team and was very passionate about creating a sustainable workplace.”

*Malenda Shahane, Sustainability Manager, UMB Bank*

“I have hired John on several occasions to produce signs for me in the real estate business. His creative thinking has helped my marketing campaigns & I intend to continue using his services. If you need someone to design a sign or other marketing material this is your guy. Excellent results in the design and finished product. Price is great for the quality produced. John is not the cheapest out there, but his product and service are worth much more than he charges!”

*Brian Tobiason, Realtor, Realty Executives KC*

“John is highly creative and a very easy-going person to work with. John did an excellent job managing the graphic projects within UMB for various lines of business and regions. John is friendly, articulate and a great person to have on your team. I worked with John on a variety of projects and each time he delivered a quality product that I was pleased and excited to share with my business partners.”

*Rachel Stephens, Regional Marketing Manager, UMB Bank*