

J O E S C H E I M A N

5712 East Forge Circle | Mesa, Arizona 85206 | 480.319.3911 | joe@iDzyneGraphics.com



DIGITAL SKILL SET

- > **Platforms**
 - Mac OS X
 - Windows XP/Vista
- > **Software**
 - Photoshop
 - Illustrator
 - InDesign
 - Dreamweaver
 - After Effects
 - Acrobat Professional
 - Final Cut Pro
 - DVD Studio Pro
 - Apple iWork
 - Microsoft Office

CREATIVE INDUSTRY EXPERIENCE

KTVK/KAWS TV [Belo Corporation, 2009 - current]
Phoenix, Arizona

> Graphic Designer

- Successive lead roll developing logos & matching content for news investigative team, local high school sports show, local community lifestyle show & children's educational weather program partnered with the AZ Science Center.
- Positive influence to News & Art departments by building a style guide holding station to the highest standards & consistent brand throughout all daily newscasts.
- Lead by example combining 3 separate property looks into 1 streamlined form to unify station identities.

Sales Development Services, Inc. [2006 - 2009]
Westerville, Ohio

> Graphic Designer/Podcast Producer

- Achieved bringing an umbrella of brands into 1 consistent unified look & feel to be used as marketing materials raising the value & stature of the company to prospective clients.
- Successful implementation of file storage organization & structure to easily save, find & share digital media content with the rest of the staff.
- Lead role in management, maintenance, technical issues & education of Apple Mac computers to all in house users.
- Designed, edited & published a monthly video podcast which helped give a greater presence online & in the Social media forum to strengthen the companies leader position.

KNXV TV [E.W. Scripps, 2005 - 2006]
Phoenix, Arizona

> Graphic Designer

- Evaluated & implemented changes for inter-departmental communications to increase efficiency & output including a file structure system, more organized communication & ordering/request process with other departments.
- Brought a fresh & new design & visibility by creating & implementing a Weather graphics package with the end result a cleaner & easier on air read for the viewer.
- Project leader/manager for news map program, setting up templates, icons & animation frames.

WOIO/WUAB TV [Raycom Media, 1999 - 2005]
Cleveland, Ohio

> Assistant Art Director

- Partnered with Art Director on creating a complete graphics package & style guide to brand news product.
- Developed & implemented CBS & UPN affiliates identifier logos for 2 stations in nations 16th largest TV market.
- Developed talents & skills of new hires in supervising & training of new staff.

FREELANCE DESIGN

iDzyne Graphics [2002 - current]

> Owner/Creative Director

Home-based graphic arts business to service private, corporate and non-profit organizations in need of creative services including graphic design of logos, print & website design, animations, podcasts, & special event marketing materials.

On-line portfolio at iDzyneGraphics.com

Client list includes: b. a. Sweetie Candy Company, March of Dimes; Northeast Ohio Chapter, The Partnership for a Drug-Free America; Arizona Chapter, Sales Development Services, Inc., Auto Finance Network, The Medicine Shoppe, Overlook Communications, Griffith Kennels, and Bob Sullivan & Associates Consulting Firm.

ART EDUCATION

The Art Institute of Pittsburgh [1998]
Pittsburgh, Pennsylvania

> Associate of Arts,

Computer Animation & Multimedia

References Available Upon Request