

kerry alaric cheeseboro

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g r a p h i c s | w e b | p h o t o s | m u s i c | v i d e o

Creative, passionate, original visual artist with strong marketing background looking to promote client's product, service to a strong, recognizable, and dynamic brand identity.

Specific competencies:

Dynamic Visual Branding | Customized, Concise Marketing Agenda | Cross-Platform Brand Identity & Presence

Selected highlights:

- Created and Designed Multimedia Audio/Video for TIME Magazine's 100 Most Influential Persons Honoree Event
 - Created and Designed First-Time Online Instructional/Educational Literature for Scholastic & McGraw-Hill
 - Designed Original Computer-Formatted Applications for Top-Tier Ivy League Colleges and Universities
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e x p e r i e n c e

'07-Present] **kac [kerry alaric cheeseboro]**, New York, NY

PRESIDENT / DESIGNER, Self-Employed

Creating client-suited visuals, graphics and other media to address, support, and realize client's branding needs, and/or unique product/service identity. Most present work deriving from positive referrals, word of mouth, and blind discovery.

- **graphics:** Can spearhead creative ideas with clients, present graphics from art creation to lettering and layout. Design client-based marketing materials, including business cards, brochures, business proposals, menus, promotional posters, and resués.
- **web:** Can produce and organize all manner of content for web productions, including graphics and layout for visually dynamic, supportive, client-specific web presence. Also can create Flash-based media from self-made and client-provided content. Also can provide website maintenance and domain/server transfer assistance.
- **photos:** Offer digital photo and post-photo services to meet individual client's desires, including indoor/outdoor, macro, food or portraiture photo shoots to retouching, digital cleaning, special effects, or image file conversion post-processing.
- **music:** Can offer musical composition and mixing/editing for added media presence if client needs.
- **video:** Can mix, edit, and produce multimedia and professionally output to any number of popular broadcast/web video formats.

2000 – 2007 **TIME INC.**, New York, NY

GRAPHICS MANAGER, TIME Magazine, Sales & Marketing Department

- Created the first TIME magazine-themed department-wide sales presentation template for TIME Sales & Marketing.
- Produced client-specific, print-, PDF- and PowerPoint-formatted sales presentations for Sales & Marketing Department, Publisher, and President. Also pre-flighted (prepped) and converted all presentations for professional print and web output.
- Designed and managed in-house multimedia branding with first Sales-circulated branding video, in-building video plasma screen animations, and PowerPoint presentations with scripted audio and video. Helped initiate TIME's interest in multimedia sales and marketing strategies.
- Created PERSON OF THE YEAR media/press event video presentation 4 years in a row.
- Autonomously managed all creative, production, and administrative aspects of multimedia audio/video/animation for TIME MAGAZINE'S 100 MOST INFLUENTIAL PERSONS Honoree Event and managed all media conversions to detailed venue specifications. Co-managed in-house creative team with local tech persons and outside production company. Was first at Time Inc. to do so.
- Developed concept and executed internet publishing of weekly TIME Magazine email promotional flyer and was tapped by TIME Magazine president to publish first TIME in-house newsletter.
- Recorded and produced first series of online podcasts for LIFE Magazine.

GRAPHICS MANAGER, ON Magazine, Sales & Marketing Department

- Created the first ON magazine-themed sales presentation template used throughout entire Sales & Marketing Department.
- Designed art and layout for in-magazine advertising.

1995 – 2000 **GRAMERCY BOOK SERVICES**, New York, NY

GRAPHIC DESIGNER

- Formatted layouts for children's- and teachers'-editions text books (grades K–8) for McGraw-Hill, Houghton-Mifflin, Scholastic, and Harcourt-Brace.
- Created and designed instructional/educational literature for Scholastic & McGraw-Hill.

1986 – 1989 **APPLY SOFTWARE SYSTEMS**, New York, NY

GRAPHIC DESIGNER

- Designed school-specific computer form applications of top-tiered U.S. colleges & universities.
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s o f t w a r e p r o f i c i e n c y

CREATIVE: Adobe Creative Suite 2/3/4 (including InDesign, Photoshop, Illustrator, Dreamweaver, Flash), Motion, LiveType
WORD-PROCESSING: Microsoft Word, Excel, Adobe InDesign, QuarkXPress (archaic)
OTHER MEDIA: Final Cut Pro (some), Garageband, SlideShow Director, Quicktime (for audio/video conversion)