

# LEE DOWNING

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## OBJECTIVE

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A Graphic Design position where creativity and advanced skills will produce exceptional products for company clients.

## EXPERIENCE

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### **TURBO DESIGN**

June 1989 – Present

Owner of graphic design and illustration studio. Design collateral print campaigns and brand identity development. Client-focused business model: listening to and collaborating with clients, while introducing creative concepts that synthesize objectives. Additional areas of design include: creating animated illustrations for Fortune 100 corporate website, icons for touch-screen training programs, packaging for medical and skincare industries, outdoor boards and commercial signage programs.

- Creative problem solver with tenacious passion for research.
- Committed to staying within budget and deadline.
- Highly organized approach in strategy and operation of studio.
- Copywriting and conceptual skills.
- Digital photography and illustration for both print and internet.
- Client account relationships average over 10 years.

### **DITTLER BROTHERS, INC.**

April 1986 – June 1989

*Senior Graphic Designer*

Project management of collateral projects from initial client proposal and quote through all stages of concept, design, and production including purchasing artwork, supervising freelance artists, art directing photo shoots, press checks, and mentoring junior designers. Client concentration in state lottery commissions, financial, hospitality and transportation industries. Specialty areas of design included illustration, corporate identity packages, lottery tickets and direct mail involvement devices.

- Managed studio transition from manual paste-up to complete digital production process.
- Researched and purchased Apple Macintosh computer systems and software for the design studio.
- Created and maintained database to track individual projects and studio profit margins.
- Proficient with major illustration, page layout, photo manipulation and word processing packages.
- Won First Place Corporate Brochure Design for AAA Cooper Transportation from the American Trucking Association.

### **EMORY UNIVERSITY HOSPITAL**

November 1983 – August 1985

*Graphic Designer, part-time*

- Met independently with members of Emory Hospital medical staff to discuss and plan projects to meet their specific needs.
- Design and project management of brochures, logos, charts and diagrams, training and presentation materials, slides and AV media.
- Illustrated animated sequence for first angioplasty surgical procedure film.

### **FREELANCE**

January 1983 – March 1986

*Graphic Designer/Production Artist, on-site long term contracts*

Fitzgerald & Company, BDA/DDBO, Pringle Dixon Pringle, Harris Lanier, Oglethorpe Power Corporation, Advertising Technology Services, Williams Printing Company, Professional Printing Services, Inc. (medical industry printer).

- Gained flexibility and knowledge of multiple processes, equipment and tools by working in ad agencies, corporate offices, service bureaus and printing facilities.
- Built solid printing foundation knowledge by assisting in darkroom with filmwork, stripping and platemaking. Operated bindery equipment, digital paper cutter, and AB Dick 2C press.

## EDUCATION

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**Bachelor of Arts Degree**, Visual Communications

Atlanta College of Art, Atlanta, Georgia  
Exeter College of Art and Design, U.K.  
University of Florida, Gainesville, Florida