

## SPENCER FRANKLIN

WEB DESIGNER / SENIOR GRAPHIC DESIGNER  
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PORTFOLIO: [spencer4hire.com](http://spencer4hire.com)

### EXPERIENCE:

1992 – PRESENT SPENCER-4-HIRE FREELANCE / CONTRACT  
Richmond, California

#### Graphic & Interactive Designer

Designed corporate and brand identities with integrated strategic materials; such as e-commerce sites, microsites, banners, email blasts, direct response kits, ad campaigns, packages, catalogs, brochures, folders, sales sheets, trade show booths and product annuals. Projects included work for AOL, AT&T, Franklin Templeton, Numi Tea, ProHealth, Robert Half International, Spice Islands, The Learning Company, USA Products Group and Wells Fargo.

#### Partial list of contract clients:

- Cat Technology
- Prima Vini Wine Merchants
- Four Seasons Animal Hospital
- WatchFacts

#### Partial list of on-site freelance clients:

- Interactive Communications International
- SBG Partners
- Shugart Matson Young
- Ram Design

2008 – 2009 PEERLESS LIGHTING  
Berkeley, California — A Company of Acuity Brands

#### Senior Graphic Designer

Redesigned Peerless Lighting's identity system, which included stationery, style guides, showrooms, signage, templates for numerous ads, brochures and specification sheets. Also led the design for a 202 page product annual with binder.

1999 – 2000 NEXTCARD VISA  
San Francisco, California

#### Web Designer

Designed successful NextCard Visa online direct marketing campaigns and affiliate merchant promotions with Amazon.com, Chipshot.com and Dilbert.com. These incorporated emails, banner ads and landing pages.

1997 – 1998 INTERNATIONAL MICROCOMPUTER SOFTWARE, INC.  
San Rafael, California

#### Art Director

Established an in-house direct marketing art department and increased production volume 100%. Directed the design of numerous IMSI software direct mail kits that averaged responses of 1.5% to 2% on new sales.

### RELEVANT SKILLS:

MAC / PC APPLICATIONS: CS5 Dreamweaver, Fireworks, Photoshop, InDesign, Illustrator, Acrobat and Bridge  
MIXED LEVELS: Coda, Flash Catalyst, Premiere Pro, WordPress, Excel, QuarkXpress, PowerPoint and Word

PROCESSES, TOOLS & OBJECTS: user-centered and user experience design, prototypes, wireframes, flow charts, templates and modest motion graphics • LANGUAGES: CSS and HTML • USES: JavaScript and JQuery

PRINTING: print-ready files, digital mechanicals, press checking, specifying and purchasing

COPY: headlines, taglines, messages and information hierarchy • PHOTO DIRECTION: people, food and products  
ILLUSTRATION: iconography, drawings, storyboards and modest 3D • COMPS: packages

### EDUCATION:

1986 – 1992 CALIFORNIA COLLEGE OF ARTS AND CRAFTS  
Oakland and San Francisco, California

Bachelor of Fine Arts – Graphic Design  
Corporate Identity Internship – Landor Associates