

# TAYLOR J. POOLE

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## SUMMARY OF SKILLS

Degreed professional:	Art with a specialization in graphic design
Graphic arts:	Creative, adaptable, and noted for high productivity
Marketing:	Branding, product extension, mixed-media expertise
Project management:	Set goals and deadlines; oversaw staff and freelancers
Book design:	Illustrate author's concept with layout of art and copy

## EXPERIENCE

### TAYLOR J. POOLE DESIGNS, Durham, NC (10/2004-Present)

#### Graphic Designer/Technical Support Consultant

- Create cover design and book jackets for Oxford University Press, Chapel Hill, NC and Savas Beatie LLC (publisher, El Dorado Hills, CA)
- Design marketing materials such as bookmarks, business cards, and brochure for Richard Brady Williams (author, Chapel Hill, NC)
- Provide technical support for J. J. Partridge Consulting, Inc., Chapel Hill, NC; research and recommend purchasing and upgrading of software and hardware; install, monitor and maintain computer equipment; perform troubleshooting

### SOURCEBOOKS, INC., Naperville, IL (6/2000-8/2004)

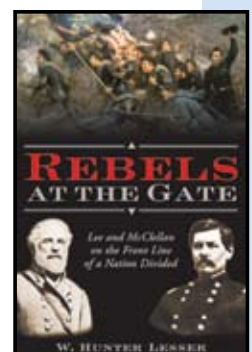
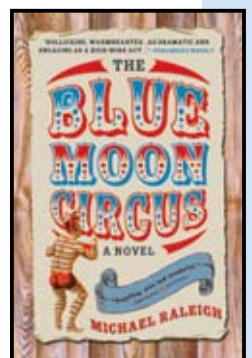
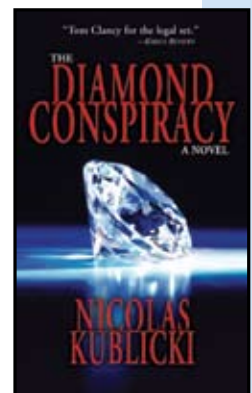
Leading independent publisher of five imprints; number one mixed-media publisher

#### Graphic Designer (6/ 2004-8/2004)

- Designed and produced book covers and internals; calendars, CD packaging, and POP displays; national magazine and newspaper ads
- Developed product extensions for *New York Times* best-selling book *America 24/7*, creating wall calendar and daily planner
- Discussed book design with authors, accurately portraying their vision
- Researched, selected, and negotiated contracts with freelance illustrators, photographers, and stock photography agencies such as Corbis and Getty Images
- Performed as project manager on semi-annual trade catalogs
- Supervised freelancers and interns
- Served as Production Department's Technical Advisor, performed training and troubleshooting, worked with the IT department to upgrade software and hardware

#### Associate Graphic Designer (12/2000-6/2004)

- Designed and produced book covers and internals, calendars, CD packaging, and POP displays; created advertising in *USA Today* and the *Chicago Tribune*
- Created internal design for *U.S. News & World Report* series of college guides
- Developed branding for MediaFusion, a new brand that introduced the concept of compact discs packaged with a book
- Worked on *New York Times* best-selling book projects; *Poetry Speaks*, *We Interrupt This Broadcast*, *And the Fans Roared*



## EXPERIENCE cont.

### Assistant Graphic Designer (6/2000-12/2000)

- Designed and produced book covers and internals, press kits, newsletters, postcards, brochures in-store promotions and POP displays

### POINTWEST, INC., Carol Stream, IL (2/1999-5/2000)

*Small graphic arts and design firm*

### Assistant Graphic Designer/Production Artist

- Designed and produced catalogs, print ads, book page layouts, and annual reports
- Prepared and performed troubleshooting of client files

## SKILLS

**Computers:** Apple G4 Ibook, G4 Tower, G5 Tower with OS X (Tiger) and PC experience

**Programs:** Quark; Adobe Photoshop, Illustrator, InDesign, Acrobat; Microsoft Word, Excel, PowerPoint, Entourage; Xdata (programming software for importing data into Quark); HTML

## PROFESSIONAL ASSOCIATION

American Institute for Graphic Arts

## EDUCATION

Wheaton. College, Wheaton, IL

B.A. in Art-May 1998

Specialization: Graphic Design

Durham Technical Community College, Durham, NC

HTML training-2005

