

# John Ellenich

Web & Graphic Designer

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<http://www.beepboombop.com/portfolio>

## Objective

To work in an exciting, innovative, and enthusiastic environment where I can exercise my talents and learn from peers.

## Work Experience

### ***Creative Director, Element Labs, Inc. - November 2007 - Current***

Creative Director at an innovative LED lighting company. Successfully designed, coded, and launched new company web site, in charge of all international advertising, responsible for company PR, updated product specification sheets and system diagrams, created all print and electronic collateral for domestic and international trade shows.

### ***Graphic & Multimedia Designer, SpinSix Strategic Marketing Design - September 2006 - November 2007***

Graphic designer and production artist for lead generation print, web site, email, and interactive media marketing and advertising firm; Created designs for direct email marketing and web sites; Conceptualized and produced all Flash and multimedia projects in design department, collaborated on several large direct mail campaigns

### ***Web & Multimedia Designer, Smart Spaces, LLC - May 2005 - August 2006***

Lead media designer for a technology consulting and automation company; Concentrated on web design and Crestron touch panel interface design; Designed and produced multiple multimedia projects (DVD & CDROM), print advertisements, mass mailings, and business cards; Logo design; Responsible for company's marketing campaigns

### ***Campus Representative, Apple Computer; East Lansing, MI - September 2004 - May 2005***

Developed MacMichigan.info web site; Coordinated Apple's Account Executive with Michigan State Universities' campus relations; Weekly demonstrations of Apple's cutting edge hardware and software; Designed and distributed flyers for Apple sales promotions & advertisements

### ***Web Designer, Pettibone Michigan/Traverse LLC, Baraga, MI - Summer 2002 & 2003***

Designed, completed, and maintained companies web site using Macromedia's Studio MX and implemented dynamic capabilities using MySQL and PHP.

## Education

Michigan State University, East Lansing, MI  
College of Communications Arts and Sciences  
Bachelors of Arts, Telecommunications, May 2005  
Cognate: Digital Media Art and Technology

Michigan State University Study Abroad:  
Photo Communication in the United Kingdom and the Czech Republic  
Summer 2004

## Design and Media Experience

- XHTML, CSS, SQL, PHP, Javascript, Lingo Experience
- Strong skills with Adobe's Creative Suite (Dreamweaver, Flash, Director, and Fireworks)
- Advanced Adobe Photoshop and Illustrator Skills
- Discreet 3D Studio Max Experience
- Experience with Apple's Production Suite (Final Cut Pro, DVD Studio Pro, Motion, Soundtrack)
- Founder and Alumni Member of Apple Student User Group at Michigan State University
- Member of Spartasoft game development club at Michigan State University
- Former Host and Assistant Producer of the East Lansing Mix-Tape Podcast

References are available upon request.