

Chad Farabee

chadfarabee.com ▪ chadfarabee@hotmail.com ▪ 1670 Woodlawn Drive, New Albany, IN 47150 ▪ 502.693.7044

An experienced graphic designer with a broad-based skill set and a strong ability to grow brand awareness through focused marketing.

Skills and Capabilities

With over 17 years creating a variety of materials, I can design anything from a social media ad to a full in-depth catalog and everything in between. Years of working closely with marketing, sales, and outside vendors allows me to not only design materials, but assist in all aspects of their creation. I have the ability to quickly learn new technologies and software applications in both Mac and PC formats. Due to my knowledge of various media, whether it be print, email or web I can design with the capabilities of the specific media in mind. I have worked as a freelancer designer creating materials for Corcoran, ReMax, Keller Williams, Prudential, Sotheby's, as well as many local small business and charities. I also have an extensive artistic background in drawing, sculpture, and painting.

Software proficiency: Illustrator, Photoshop, Indesign, Dreamweaver, Premier, HTML, CSS, CMS, QuarkXpress, Excel, Word and Power Point.

Experience

Cenveo, Inc.

Lead Graphic Artist 2007 - Present

My current role functions as part art director, project manager, and graphic designer for Discount Labels, with supporting roles for over a dozen other company brands. However, until a recent staffing expansion I worked for 6 years as the sole designer for Cenveo's label and document division, responsible for all marketing materials for the label and document brands in both wholesale and direct markets. The names may be unfamiliar, Cenveo is a global print and packaging corporation and Discount Labels is Cenveo's lead label division and the nations leading label printer. In addition to over a dozen major in-house brands, a few of the other brands I have worked with are Fedex, UPS, Office Depot, Costco, Uline, Allegra, American Solutions for Business, Minuteman Press, Sir Speedy, Signal Graphics, Pip Printing, Proforma, and dozens of print resale shops throughout the US, Canada, and Puerto Rico.

- Create entire marketing campaigns consisting of emails, web ads, microsites, print ads, social media ads, mailing inserts, postcards, flyers, labels, and large scale trade show graphics from concept to completion.
- Tracked marketing efforts ROI with promotional codes, A/B testing and advanced metrics with mass email clients and Google Analytics.
- Work closely with professional videographers and photographers learning the craft that has led me to take most of our product photography in house.
- Responsible for all magazine advertising, from scheduling to copy writing and design to the final prep and submission.
- Design and code emails to fit varying email clients and mobile devices and send to over a hundred thousand recipients on a regular basis.
- Responsible for project management and design of annual catalogs consisting of many variations and a wide variety of supplemental materials.
- Sustain an efficient work environment by focusing myself and coworkers on priorities while maintaining a reliable archive of all projects.
- Train and assist in supervision of level #2 and #3 designers, marketing, and fulfillment staff.
- Collaborate with individuals at all levels inside and outside the company to create accurate and effective marketing initiatives.
- Create style guides setting the standards for the design of all branded materials.
- Travel to various facilities across the country to proof high dollar projects and to tour different technologies for utilization on later projects.
- Manage projects outsourced to private design agencies and marketing consulting firms.

Discount Labels, Inc.

Pre-press Art Technician 2000 - 2007

I was promoted quickly through the company due to my ability to adapt to changes and by consistently exceeding production goals by an average of at least 175%. Having worked through all levels of pre-press departments, the following is a summary of the experience acquired:

- Worked with customers and graphic designers to recreate and modify art for the best visual impact.
- Learned how to utilize and troubleshoot advanced proofing and pre-press equipment.
- Worked with all aspects of customer service and shipping to exceed the customers' expectations.
- Recreated customers' art for high dollar sells presentations to show the customer how their product would look on our labels.
- Trained coworkers to utilize more advanced software and techniques as well as created training manuals to improve efficiency.

The Ville Magazine 2002 - 2004

Graphic Designer/Consultant

- Created layouts for featured articles as well as logos and designs for various features and advertisers.
- Worked with staff as a design consultant. I provided new ideas and suggestions to help improve works in progress.
- Trained members of the staff on a wide variety of software and taught tips and techniques to be more proficient with graphic software.

Education

Sullivan College of Technology and Design 1997 - 1999

Associate of Applied Science degree in Computer Graphic Design *Continued education by auditing web development classes.

Indiana University 1993 - 1997

Bachelor of Fine Arts - Graphic Design Major