



CORY COFFMAN

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VISUAL COMMUNICATOR
GRAPHIC DESIGNER
CREATIVE THINKER
ART INSPIRED
PROBLEM SOLVER
IDEA GENERATOR
DETAIL INVESTED
IMAGE PROCESSOR
PHOTOGRAPHIC GENIUS
TEAM PLAYER
DRIVEN WORKER
CLIENTS CHOOZER
LIFE LIVER
AVID CREATOR
IDEA INSTIGATOR
LEVEL HEADED

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ABOUT

As a graphic designer recognized for marketing savvy and expert graphic design skills, I take pride in producing advertising and marketing materials of visual appeal for maximum impact. My work is driven by concept, the big idea that elevates a project into something unexpected while finding new and better ways to communicate clients' needs. Moreover, with my integrated photography services, I can more efficiently and cost effectively, execute total advertising and marketing needs.

EDUCATION

Bachelor of Arts in Commercial Art/Computer Design

Millikin University, Decatur, IL

GPA: 3.0/4.0, Dean's List - 4 semesters

Minor In Fine Art and Commercial Photography

TECHNICAL SKILLS

- ▶ Experience with Mac and Windows platforms
- ▶ Proficient in Adobe Creative Suite (CS5) and Microsoft Office Suite (2011)
- ▶ Digital Imaging and Photography
- ▶ Experience with Canon DSLR Cameras
- ▶ Proficient in Canon Utilities Photo Professional (2011)

EXPERIENCE

Advertising Manager / Graphic Designer / Photographer (April 2010 - present)

Jackson Family of Dealerships (Decatur and Sullivan, IL)

Graphic designer, photographer, and manager in dealership's advertising department of one Central Illinois' most prominent car dealers.

- ▶ Produce day-to-day marketing materials and promotional advertisements. Manage proper photographic preservation of constant revolving inventory while creating a pleasing walk-around conception of each vehicle. Manage all aspects of job from inception to conceptualization to design to production to completion

Owner / Graphic Designer / Photographer (October 2006 - present)

C2 Design (corycoffman.com)

Own and operate freelance graphic design service that specializes in identity, print and photographic needs.

- ▶ Mission: C2 Design will provide quality work full of visual impact while creating and maintain strong relationships with a variety of clients.

- ▶ Select work: **Best Buy** - Instore Identity, point of sales, and apparel design
Decatur Ad Club - Decagon Awards theme and promo materials
Decatur Christian Schools - Identity, merchandise and apparel design
Sanagmon Valley Schools - Identity, merchandise and apparel design
Mid Pro Wrestling - Identity, merchandise and apparel design
Smith and Wesson - Apparel design (Gander Mountain / Cabelas)
Blue Stream Records - Debut album artwork for Three4One

Inventory Specialist / Graphic Designer (Oct 2007 - May 2011)

Best Buy (Forsyth, IL)

Fortune 500 specialty retailer of consumer electronics in the United States.

- ▶ Ensured receiving and replenishment of technology and entertainment products to allow increased customer volume and in stock assurance.
- ▶ Designed multiple logos, point-of-sales ads, and apparel to promote this specific locations service and ties within the local community.

Graphic Designer (Jan 2008 - Mar 2011)

BBC Imagewear (Milwaukee, WI)

Diverse apparel line with international customer base.

- ▶ Featured by: cabellas.com, gandermountain.com, bbcimagewear.com
- ▶ Designed licensed apparel correlated into prominent sales and distribution increase.
- ▶ Companies consisting of: FX's Sons of anarchy TV series, Winnebago, Hooters, Union Pacific Railroad, and the National Rifle Association.

Graphic Designer (Nov 2009 - April 2010)

MJK Studios (Chatham, IL)

Local design firm with national client base specializing in apparel design, organization identity and vectorization.

- ▶ Designed stationery, logos and graphics, to increase clientele brand and awareness.

References available upon request