

JAKE PACHECO | Art Direction

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OBJECTIVE

To achieve quality advertising design by sharing my ambition and talents within a challenging company.

PROFESSIONAL EXPERIENCE

FREELANCE/ART DIRECTOR

Pacheco:Creative 10/2008 - Present | Portland, OR

- Specialize in creating high-end design solutions. Whether it's corporate identity, sales and marketing materials, or a website, with PACHECO:CREATIVE you get quality work, personal and friendly contact, fast turnaround and reliability - all working to help you establish your professional image.

ART DIRECTION

Nautilus, Inc. 1/2005 - 10/2008 | Vancouver, WA

- Oversee the overall design of the multiple brands that Nautilus owns. Nautilus, Schwinn Fitness, Bowflex, StairMaster, and Universal.
- Design collateral pieces as well as ads for the above brands.
- Work with the graphic design and industrial design team to come up with great designs in products and collateral.
- Direct photo shoots with models and equipment.
- Design the layout of the user interface and graphics for the companies products.

ART DIRECTOR

Rains & Associates, LLC 6/2000 - 8/2004 | Portland, OR

- Managed 3 graphic designers and 1 code writer.
- Responsibilities included designs for offset printing, digital printing, web site design, flash design, trade booth design, directed photo shoots, and e-commerce site development.
- Managed all aspects of 3 private web servers for all of our clients through Verio.
- Managed Macs and related software for the company.
- Rebuilt Creative Services by developing policies and procedures, organizing work flow and designed a client job server for the access of client working files throughout the company.
- Client work included DaimlerChrysler Truck Finance, FS2, Kerrits Equestrian and Activewear, Yorke & Curtis, Harsch Investment Properties, Portlander Inn Hotel, Vespa of Portland, Baldwin Creek Solutions, Suburban Auto Group, Mimi & Madre, Pocket Informatics, Jubitz Corporation.

ADVERTISING ART DIRECTOR

Starlight Media Group 4/1997 - 6/2000 | Albuquerque, NM

- Managed 1 graphic designer.
- Responsibilities included advertising designs for offset printing, digital printing, web site design, flash.
- Managed Macs and client server and related software for the company.
- Client work included Albuquerque Visitors Guide, Absolutely Albuquerque Magazine, Albuquerque Meeting Planner, Albuquerque Economic Development, Commercial Space Directory, Ventana Magazine, New Mexico Symphony Orchestra Programs, Rio Rancho Newcomers Guide, Santa Fe Visitors Guide, Santa Fe Showcase, Farmington Visitors Guide, All Aboard Magazine, Grand Circle Magazine and American Archeology Publications.

GRAPHIC DESIGNER

Albuquerque Publishing Company 12/1993 - 4/1997 | Albuquerque, NM

- Responsibilities included designs for offset printing, web press.
- Designed newspaper advertisements.
- Designed in-house collateral.
- Designed flyers and brochures for newspaper advertisers.
- Client work included all local and some national advertisers for the Albuquerque Journal Newspaper and Albuquerque Tribune Newspaper.

COMPUTER & SOFTWARE SKILLS

- Illustrator, InDesign, Photoshop, QuarkXpress, Flash, Dreamweaver, Fireworks, Contribute, Freehand, Final Cut Express, Microsoft Office.
- Networking and repairs on Macintosh platform.
- Knowledge of PC (Windows XP) platform.
- Knowledge of Unix webserver platform.

EDUCATION

Colorado Institute of Art

Associate Degree of Applied Science in Visual Communications Winter 93

AWARDS

1995 NAA Award

Best Special Section of a Newspaper

1994 New Mexico Advertising Federation

Citation of Excellence for ad campaign

references available upon request
view samples of my work at
<http://www.pachecocreative.com>