



DAVID GALINAT

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GRAPHIC DESIGN PROFESSIONAL

SUMMARY OF QUALIFICATIONS

- Over 15 years experience holding both freelance and in-house positions
- Advanced skills in print advertising centering on page layout and ad design
- Web graphic experience and proficient in over eight major software programs
- "Best Brochure" LERN Magazine, May/June 2008

WORK EXPERIENCE

ShelfGenie Franchise Systems, Marietta, GA
Production Artist

2011 - 2013

Advanced company's visibility in the marketplace by designing:

Newspaper/Magazine Ads	Banners
Flyers	Newsletters
Catalogs	Franchise Web Page Editing
Trade Show Displays	Video Editing

Assists Graphic Designer with marketing efforts for multiple media markets nationwide for growing, franchise-based, home improvement company.

- Creates monthly corporate newsletter
- Developed PowerPoint presentation slides for annual corporate conference
- Designed numerous trade show collateral pieces and signage
- Updated franchisee website pages
- Edits corporate videos for social media

Kennesaw State University, Kennesaw, GA
Lead Designer

2004 - 2009

Enhanced Continuing Education division's programs by designing:

Educational Catalogs	Event Programs
Ad and Marketing Mailers	Newsletters
Multiple-fold Brochures	Flyers
Banners and Displays	Newspaper Print Ads

Responsible for the concept, design, and production of all marketing support materials for the Continuing Education division, including print ads, direct mail pieces, and some website graphics; noteworthy projects including a 64 page quarterly course catalog and 100+ page program for national conferences.

- Contributed to a nationally award-winning marketing team for excellence in design, concept, & functionality
- Participated in quarterly meetings to determine advertising and creative strategy
- Developed relationships with vendors to facilitate timely and high quality production of advertising materials
- Involved in team-building workshops and seminars



The Atlanta Journal-Constitution, Marietta, GA 2001 - 2003

Graphic Designer

Increased ad revenue by designing:

Newspaper Print Ads 4-page tabs
Flyers direct mail inserts

- Collaborated with vendors and awarded sole design responsibility for restaurant chain's ad schedule
- Generated a total of \$1.1 million in advertising revenue from 1,251 ads

Associated Distributors, Atlanta, GA 1999 - 2000

Graphic Designer

Increased home improvement franchise's market visibility by designing:

Monthly/Bi-Monthly Catalogs Ads
Mailers Store Signage

- Supervised production of the company's quarterly newsletter and sales award pins

Freelance Designer 2003 - Current

Projects have included:

- A Tax Services, logo design
- *Chrysler Power*, 40 page magazine layout and design
- Atlanta Sport Flight, 52 page procedures supplement manual
- Sophia Academy, gala invitation and reply card
- Generations Ministries, three page PDF flyer
- American Concrete Institute-Ga. Chapter, conference stationary design
- Mexican-American Legal Defense and Education Fund, 1/2-1/4 page newspaper ads

SOFTWARE PROFICIENCY

Adobe Creative Suite 6 (InDesign, Photoshop, Illustrator, Dreamweaver, Fireworks, Contribute, Acrobat/Distiller), Quark Xpress, Fetch (FTP), Filezilla, MS Office/PowerPoint /Excel/Outlook (for Mac/PC), some HTML/CSS and Javascript

EDUCATION & TRAINING

Atlanta College of Art – Bachelor of Fine Arts in Advertising Design, Atlanta, Ga.