

RESUME OF JON HEILMAN

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Employment History

September 2009-Present
Marketing Director
Firehouse Image Center • Indianapolis, Indiana

I returned to Firehouse as a designer and production technician. Firehouse then realized the opportunity to invest in a marketing strategy and I have been promoted to Marketing Director. Responsibilities include re-branding the company through website, collateral, trade show, etc. As the initial branding items are completed, the scope of the project will expand to advertising and engaging clients through social networking sites with the thrust being to channel them back through the website.

November 2008-September 2009
Art Director
Dynamic Graphics • Carmel, Indiana

Dynamic Graphics is an agency dedicated to two primary clients—BDI Marketing and Candy Dynamics. Both companies develop and market their separate line of products. BDI markets energy products and nutritional supplements and Candy Dynamics produces the Toxic Waste Hazardously Sour Candy line.

As Art Director, I was responsible for initiating product concepts, building 3D models for virtual product prototypes, creating layouts for packaging and in-store displays, magazine ads, sell sheets and flyers, trade show displays, graphics and props, web graphics including Flash animations and banners, corporate identity and branding.

Dynamics Graphics was forced to cut staff due to the economic downturn in 2009.

February 2002-November 2008
Graphic Designer
5MetaCom • Carmel, Indiana

5MetaCom (formerly The Majestic Group) is the largest agency in Indiana specializing in marketing technical and scientific products.

At 5MetaCom, I ran the gamut from concept and layout to production and proofing. I functioned as art director on projects that fell within my specific areas of expertise such as web, html and Flash. I also worked in conjunction with the senior art directors and realized their visions on both Mac and PC platforms. 5MetaCom primarily utilizes Adobe Creative Suite, QuarkXPress and Flash, however, clients also receive finished layouts in Word and Powerpoint for their convenience, so I've pushed the design limits of those programs as well. I have researched, implemented and managed the job archiving and cataloging system which contained over 6,000 jobs from the last 8 years.

September 2001-February 2002
Art Director
Firehouse Image Center • Indianapolis, Indiana

I accepted my second position at Firehouse as an interim Art Director. Firehouse's President offered me this position after PanAngling's closing with the full understanding that I would be seeking a full-time agency position in the near future.

In my five months as Art Director, I created a new corporate identity program, new corporate signage and lobby graphics, new web site interface and a new price catalog. I was also responsible for graphic design and production work for Firehouse clients.



METROPOLIS

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1999-September 2001
Art Director
PanAngling Travel Service • Indianapolis, Indiana

PanAngling was a full-service travel agency specializing in outdoor adventures. The driving force behind this 26-year-old company was Pat Galyan who blazed a trail to the top of the retail sporting goods industry with stores bearing his name. I was personally hired by Mr. Galyan to facilitate the production of all design work in-house.

During my time as Art Director at PanAngling, I revamped the graphic identity of the company to the status of an industry leader. That plan was reflected in company logos, letterhead & business cards, numerous full-color catalogs, a bi-monthly adventure newsletter, print ads, website design, trade show displays, direct mail and corporate proposals.

As the one-man art department, I took all projects from concept to completion. My responsibilities included executing multiple design projects simultaneously, writing copy, scanning photos, purchasing and maintaining hardware & software, overseeing press checks, managing and archiving graphics files and constantly working miracles to meet deadlines!

PanAngling was forced to close due to the sharp and sudden decline in travel following September 11, 2001.

Employment History

1998-present
Freelance Graphic Designer
Metropolis • Greenwood, Indiana

I began taking freelance design work as a further creative outlet and have been fortunate to contact and maintain a select number of loyal clients. As a one-man operation, I can turn projects of all types quite quickly. Projects include everything from one-color to four, web to print and even 3D modeling. You can view my on-line portfolio at the Metropolis website at www.metropolisgrafix.com.

1989-1999
Art Director/Digital Imaging Manager
Firehouse Image Center • Indianapolis, Indiana

Firehouse has been the leading commercial photo lab in Indiana for 40 years. In my 10 years with Firehouse, I progressed through every department in both the commercial photo lab and the digital imaging lab. After establishing and troubleshooting each new department in digital imaging, I was promoted to Digital Imaging Manager in 1996. I was also Firehouse's Art Director for all design projects.

Education

1982-1986
Herron School of Art • Indianapolis, Indiana

I hold a Bachelor of Fine Art in Graphic Design from Herron along with a Minor in Photography. Areas of study included typography, paste-up, color theory, corporate identity and fine art photography.

Software/Hardware Experience

I have work experience with all of the following:

Macintosh OS, Windows OS, Adobe Acrobat, Adobe Dreamweaver, Adobe Flash, Adobe Illustrator, Adobe InDesign, Adobe Pagemill, Adobe Photoshop, BBEdit, Eovia Carrara, Macromedia Freehand, Macromedia SoundEdit 16, MS Office, NewTek Lightwave, QuarkXPress and Strata 3D.

Professional References

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