

DANIEL M. BRUFFEY

ART DIRECTOR

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QUALIFICATIONS

Skilled in design and creation of websites, logos, collateral and multimedia presentations. Extensive knowledge of Windows/Macintosh programs and operating systems. Knowledge of printing procedures and preparing work for offset press and silkscreen. Traditional graphics and typography training.

SKILLS

Adobe Creative Suite,
Photoshop, Illustrator,
Dreamweaver, Fireworks,
Indesign, Graphic Design,
Website Design, Offset and
Silkscreen Prepress, Offset
Printing, Silkscreen, HTML,
CSS.

EDUCATION

Shepherd College
Major: Graphic Design

Corning Community College
Major: Liberal Arts

RELEVANT COURSES

Foundations of Design,
Design Strategies I & II, B&W
Photography, Drawing I & II,
Life Drawing, Intro to Visual
Communications, Introduction
to Computers, BASIC
Programming

PROFESSIONAL EXPERIENCE

PSP Perfect Screen Printers, Ithaca, New York 3/2014 to Present

ART DIRECTOR

Concept, design and production of original artwork for silk screen and embroidery production. Maintain updates for the company website. Develop and execute email marketing campaigns.

Palisade Corporation, Ithaca, New York 5/2006 to 7/2013

WEB PRODUCTION ASSISTANT

Concept, design and production of websites, collateral, campaigns, original artwork, sales presentations, multimedia presentations, advertising using Photoshop, Illustrator, Indesign, Dreamweaver and Flash. Also coordinate the production of all printed material.

Tompkins Weekly, Ithaca, New York 10/2006 to Present

PRODUCTION/WEB DESIGN

Concept, design and production of website. Weekly updating of the website with the current issue. Advertising concept and design. Newspaper pagination. Prepare print ready pdfs for printer.

R Wireworks, Inc., Elmira, New York 6/2003 to 4/2006

ART DIRECTOR / IT MANAGER

Designed and deployed full e-commerce website. Converted traditional printed media presentations to web-based presentations. Responsible for updates and new features on website. Prepared client presentations using 3d modeling program and Adobe Creative Suite. Photographed new products and updated existing product photography. Oversaw the preparation and production of display signage for both in-house(vinyl) and external vendors.

Responsible for all aspects of hardware and software systems. Upgraded the domain from an NT based domain to active directory (Windows Server 2003) domain. Performed all upgrades to ERP system and accompanying SQL database. Recommended and installed fifteen new workstations and a new Exchange server. Deployed Sharepoint services on new 2003 server.

Howell Liberator & Associates, Inc., Elmira, New York 3/1996 to 6/2003

ART DIRECTOR

Concept, design and production of websites, multimedia presentations, advertising, collateral, campaigns, original artwork and sales presentations. Also in charge of all computer purchasing, installation and maintenance.

Ithaca Journal, Ithaca, New York 8/1994 to 3/1996

GRAPHIC ARTIST

Creation of advertising layout, campaigns, original artwork and sales presentation aids.