

# Tony J. Wedick

P.O. Box 106, Estes Park 80517 970-586-3356 tony@rockycamera.com

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## Graphic Artist / Designer

## Web Designer

## Production Manager

**Objective** An opportunity to contribute to a growth-oriented business utilizing my seventeen years of working in graphic design and nineteen years in management.

- Qualifications**
- Proficient in Photoshop CS3, Illustrator CS3, Dreamweaver CS3, GoLive CS, InDesign CS3, Quark Xpress 7. Experienced in Flash, Word, FreeHand, Painter, Acrobat, Portfolio, Excel, Fetch, and many other supporting utilities.
  - Creative and resourceful, fast and detail-oriented.
  - Excellent at providing solutions, often from different approaches.
  - Experienced in dealing with advertising clients, sales representatives and printers.
  - Experienced in leading other people in day-to-day operations.
  - Continually seeking to improve knowledge base on existing and new programs.
  - Works well under high pressure; excels at multi-tasking.
  - Proficient in outdoor nature photography—taking photos in the field and then strengthening them digitally on the computer.

- Accomplishments**
- Was instrumental in bringing the newspaper from paper paste-ups to full pagination and delivery in pdf form to the presses.
  - Responsible for many successful redesigns of publications.
  - Implemented systems for better tracking of ads.
  - Increased web revenue by introducing the newspaper to Google's AdSense service.
  - Was awarded many awards from the Colorado Press Association; in many years being the most such awarded individual on the newspaper's staff.

**Awards** From the Colorado Press Association in Weeklies - Class III:

**2006:**

- Advertising Sweepstakes Winner (staff)
- First Place Best Automotive Ad
- Third Place Best Black & White Ad
- Third Place Best Newspaper Promotion (staff).

**2005:**

- Advertising Sweepstakes (staff)
- First Place Best Automotive Ad
- First Place Best Use of Color in an Ad
- Second Place Best Advertising Campaign.

**2004:**

- General Excellence Winner (staff)
- Advertising Sweepstakes Winner (staff)
- Best of Colorado Web Site Award; First Place
- Best Advertising Campaign
- First Place Best Informational Graphic
- First Place Best Use of Color in an Ad
- Second Place Best Newspaper Promotion
- Third Place Best Use of Color in an Ad.

**2003:**

- Second Place Best Special Section (staff)
- Second Place Best Advertising Campaign
- Third Place Best Use of Color in an Ad
- Third Place Best Newspaper Promotion
- Third Place Best of Colorado Web-Site - Multimedia
- Third Place Best of Colorado Web-Site - Advertising

**2002:**

- Third Place Best Informational Graphic
- Third Place Best of Colorado Web-Site Award.

**2001:**

- First Place Best Use of Color in an Ad
- Second Place Best Use of Color in an Ad
- First Place Best Advertising Special Section
- First Place Best Advertising Layout & Design (staff)

**2000:**

- First Place Best Advertising Special Section (staff)
- Best of Colorado Web-Site Award - Redesign
- Second Place Best Use of Color in an Ad
- Third Place Best use of Color in an Ad

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## Employment

August, 1999-Present

### **Production Manager, Graphic Artist/Designer, Web Designer**

*Estes Park Trail-Gazette*, Estes Park, Colorado

Manages graphics department, overseeing another graphic designer. Keeps a newspaper on a regular schedule, meeting or beating deadlines, ranging from individual ad designs to the full pagination of issues. Creates approximately half of the ads for the twice-weekly newspaper that also produces several other publications each week. Maintains the newspaper web site twice a week. Creates in-house and public branding material. Performs basic IT duties on Macintosh equipment. Coordinates publications with other members of the staff. Keeps information updated with press personnel off-site. Communicates with advertising clients. Meets with members of the town government on publications created for the town. Provides supplemental photos for publications. Performs pagination duties for several of the publications. Designs new publications and redesigns existing publications and the web site when called for.

January, 2007-Present

### **Photography and Antique Postcard Web Sites Owner**

[www.RockyCamera.com](http://www.RockyCamera.com) and [www.EstesPostcards.com](http://www.EstesPostcards.com)

Designed and maintains web sites for personal use. RockyCamera.com showcases and makes available for sale online photos, mainly from the Rocky Mountain National Park area. EstesPostcards.com displays antique postcards from personal and public library's collections.

October, 1991-Present

### **Freelance Graphics**

Have worked with several clients and projects, ranging from high school districts' newsletters to advertising for music festivals to logos and other branding elements for small businesses.

September, 1989 - August, 1999

### **Regional Manager**

All-American Comic Shops, Ltd., Evergreen Park, Illinois

Managed three comic book stores for a chain of then eight comic book stores on the southwest side of the Chicago area. Supervised and scheduled six full and part-time employees. Created sales flyers, forms and advertising for the chain. Designed and painted outdoor signage for storefronts. Performed day to day retail duties.

September 1987 - August, 1999

**Computer Consultant/Assistant Advisor** for College Student Newspaper  
Moraine Valley Community College, Palos Hills, Illinois

## Education

Associate of Art—Graphic Design

May 1987, Moraine Valley Community College, Palos Hills, Illinois

## References

Available upon request.