

# SETH T. BASSLER

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**OBJECTIVE** Senior Graphic Designer / Web Designer / Art Director / Creative Director

## SUMMARY OF QUALIFICATIONS

- Highly self-motivated and goal-oriented professional skilled with seven years of web and print design experience coupled with digital operating management.
- Multitalented with extensive experience in various media including graphic design photography, pen and ink, charcoal, and pastels.
- Exceptional collaborative and interpersonal skills. Dynamic team-player. Experience coordinating multiple functions, providing training and support to colleagues and clients. Highly skilled in client - vendor relations including negotiations, as well as various printing and web hosting solutions.
- Strong organizational skills. Ability to manage multiple tasks, develop creative graphical design and deliver work on time.
- Co-creator of a graphic design firm.
- Excellent sense of design. Talent for conceptualizing creative solutions to achieve clients' goals.
- Known for creativity, flexibility, and sense of humor.

## PROFESSIONAL EXPERIENCE

**Freelance Work:** *Savannah, GA, Philadelphia, PA, Bangor, ME, Boston, MA (1998 – Present)*

*Web Designer-* Logo, Website design/redesign, Image optimization, Photo gallery implementation, Contact forms, Hosting services, HTML templates, Flash/gif banners,  
*Print Designer-* Logo, Letterhead, Mailers, Business cards, Brochures, Magazine layout, Photography and Print services

**InterMed Health Technologies:** *Cambridge, MA (2007 - 2008)*

Senior Digital Designer- Duties included complete detail oriented rebranding of company profile. Also created an innovative logo, updated website, and printed original materials including user manuals, brochures, pamphlets, business cards, etc. Designed internal and public websites which included creating unique icons/buttons. Other responsibilities included developing a more contemporary layout for user interface on personal LCD touch screen medical device, etc. Lastly, daily tasks included working along with multiple programmers to build designs, layouts, and troubleshoot various projects.

**AWE Tuning:** *Willow Grove, PA (2004 – 2005)*

Senior Designer/Support/Sales- Provided technical support and sold company products. Also provided personal design services/expertise for product marketing; this type of work included creating marketing brochures, photography, business cards, website development, and large scale print advertising in multiple internationally distributed publications.

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**DCM: Berwyn, PA (2004 – 2006)**

Co-Owner/Designer/Support/Sales- Co-founded a graphic design agency which served individual clients as well as large corporations (including Fortune 500 companies). Professional duties included website design, generating creative and informative printed materials, the conceptualization and development of original logos, as well as rebranding and building on existing designs. Responsibilities involved customer client relations, contract negotiations, overseeing finances and management of office staff. Additionally provided technical support to new and existing clients with followed through for finalized ideas.

**Hypermedia: Brooklin, ME (2003 – 2004)**

Junior Designer/Customer Support/IT Development- Assisted senior designers and IT in web design, logo design, photo manipulation, virtual tours, streaming audio server, and server maintenance.

## COMPUTER SKILLS

Macromedia Dreamweaver, Flash, Fireworks, and Contribute

Adobe Photoshop , Illustrator, Indesign, ImageReady , and Acrobat Professional

Web scripts/protocols: CSS, Action script, Java, HTML, and PHP

Microsoft Office 2003/2007 (Word, Excel, PowerPoint, etc)

Mac OS, Windows OS, with some Linux experience

Network experience: TCP/IP, LAN, IP, FTP and Web Hosting

## EDUCATION

Savannah College of Art and Design, GA

Major: Graphic Design

Minor: Illustration (sequential art, conventional illustration)

## PROFESSIONAL DEVELOPMENT

- Project management and co-creator of a graphic design firm.
- Avid print/online reader complemented by subscriptions to professional journals.
- Well versed in various Internet technologies (Java, CSS, HTML, FTP protocol) with extensive knowledge of Word (MS Office), Mac and Windows, Excel, PowerPoint, Adobe Acrobat Professional, and Web Publishing.
- Continual growth in Macromedia Flash, Action Scripting, Desktop Publishing and JavaScript.