

Phil Alley

graphic designer

494 Hwy. 71 W #140-223
Bastrop, TX 78602
512-947-5188 (cell)
phil@creativeprocess.com

QUALIFICATIONS

- *Creative and talented graphic designer with 30 years creative experience*
- *Strong communication, writing & editing skills*
- *Proven leadership skills, experienced in managing projects, staff & vendors*
- *Customer-focused, reliable, flexible & responsive*
- *Excellent problem solver and strategic thinker*
- *Effective facilitator working with all levels of management*

EXPERIENCE

Owner, **Creative Process**

Austin, TX; 1993 – Present

More than 17 years of creative experience designing and producing high-quality, fast, full-color publications and other organizational communication pieces for Fortune 200 companies – creating more than 300 publications without missing a deadline. In 1993, pioneered the conversion of Motorola's Phoenix and Austin manufacturing employee publications from traditional to digital publishing – designing and producing more than 250 issues in five years. In 1999, created Dell's first manufacturing employee publication and produced more than 70 issues in nine years.

- **Turnkey Services:** initial concept through final design; graphic design, page layout, photo prep and art production; writing and editing; planning and managing file prep, pre-press, printing and distribution; technical consulting and training.
- **Products:** more than 300 full-color employee publications, newspapers and newsletters; brochures; logos; catalogs; sales sheets; corporate identity packages; special presentations; and electronic publications.
- **Knowledge:** Adobe Creative Suite graphic software; electronic pre-press; digital/traditional sheet-fed press and web press production; and web design.
- **Clients:** Dell, Motorola, The Limited, IBM subsidiaries MAS & Tivoli and others.
- **Awards:** Won four Texas Public Relations Society awards and two Public Relations Society of Austin awards for Best Corporate Newsletter.

Owner, **Phil Alley Designs**

Austin, TX; 1979 – 1993

More than 14 years of creative experience offering graphic design, architectural design, illustration, CAD and interior space planning services for Texas clients.

- **Services:** graphic design, architectural design, architectural illustrations, project planning, scheduling and management, and technical consulting.
- **Products:** designed brochures, product fact sheets, logos, tradeshow booth design and construction, restaurant design, site planning, space planning and hundreds of residential/commercial architectural pen and ink illustrations.
- **Knowledge:** CAD, desktop publishing systems and traditional graphic arts.
- **Clients:** Schlotzsky's, Lincoln Properties, Ryland Homes and URS Engineers.

EDUCATION

- **Bachelors of Architecture;** The University of Texas at Austin; May 1984

REFERENCES

- Dave Thomsen; St. David's Healthcare; Austin, TX 512-482-4170
- Steve Wells; 3M; Austin, TX 512-984-6639
- Jeff Peek; Vignette; Austin, TX 512-750-7492

To view my online portfolio, visit www.creativeprocess.com

Phil Alley – Graphic Design Project Sampling

Client: Dell, Inc.; Austin, Texas

Project: **Dellocity** (printed publication, 1999-2008)

Duties: Creative direction, graphic design, layout (Adobe InDesign), art production (Illustrator, Photoshop), scanning (Photoshop, ScanPrepPro) and pre-press/printing supervision.

Notes: **Dellocity** is an award-winning 16-page, bi-monthly, full-color monthly publication for all Dell Americas manufacturing employees. This 4-color process publication is mailed to an internal corporate audience with a circulation of 6,000 and is printed on a commercial sheet-fed press. I've produced more than 70 consecutive issues without missing a single deadline.



Client: Motorola Semiconductor Products Sector (SPS); Austin, Texas

Project: **MOS-TALK** (printed newsletter, 1994-97) & **SPS Today** (printed newspaper, 1994-97)

Duties: Creative direction, graphic design, layout (Adobe Pagemaker), art production (Adobe Illustrator, Photoshop), scanning (Photoshop, ScanPrepPro) and pre-press / printing supervision.

Notes: **MOS-TALK** is an award-winning 8-page, bi-weekly employee newsletter produced for Motorola in Austin, Texas. The 4-color process publication was distributed to an internal audience with a circulation of 8,000 and printed on a commercial sheet-fed press. **SPS Today** is an 8-page, bi-weekly employee newspaper produced for Motorola in Phoenix, Arizona.



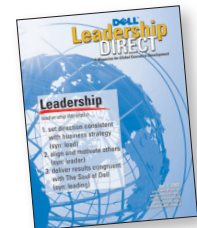
The 4-color process publication was distributed to an internal audience with a circulation of 12,000 and printed on a commercial web press. The design-to-print-to-delivery cycle time of **SPS Today** and **MOS-TALK** was usually less than nine days, and both issues were done concurrently. Before the two publications were retired, I produced more than 250 consecutive issues combined without missing a single deadline.

Client: Dell, Inc.; Austin, Texas

Project: **Leadership Direct** (printed publication, 2003-2006)

Duties: Creative direction, graphic design, layout (Adobe InDesign), art production (Illustrator, Photoshop) and pre-press/printing supervision.

Notes: **Leadership Direct** is a 24-page, full-color, bi-annual training publication for Dell Global Learning and Development aimed at executives, with a circulation of 3,000 and printed on a commercial sheet-fed press.

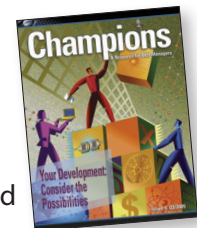


Client: Dell, Inc.; Austin, Texas

Project: **Champions** (printed publication, 2003-2006)

Duties: Creative direction, graphic design, layout (Adobe InDesign), art production (Illustrator, Photoshop) and pre-press/printing supervision.

Notes: **Champions** is a 16-page, full-color, bi-annual training publication for Dell Global Learning and Development aimed at middle managers, with a circulation of 1,000 and printed on a commercial sheet-fed press.



Client: HealthTronics; Austin, Texas

Project: **Annual Benefits Guide** (printed publication, 2006-2007)

Duties: Creative direction, graphic design, layout (Adobe InDesign), art production (Illustrator, Photoshop) and pre-press/printing supervision.

Notes: The **Annual Benefits Guide** is a full-color, annual publication for HealthTronics, a leading provider of urological services and products in the United States. The 20-page, full color publication is distributed to 5,000 employees and printed on a commercial 4-color sheet-fed press.



Client: MAS, Inc.; New York, New York

Project: **MAS Capabilities Brochure** (printed, 1999)

Duties: Client Meetings, creative direction, graphic design, layout (Adobe Pagemaker), art production (Adobe Illustrator, Photoshop) and pre-press / printing supervision.

Notes: This 8-page, services brochure for MAS, Inc., a subsidiary of IBM, was done in two weeks. Five thousand of the 4-color process brochures were printed on a conventional commercial press and distributed to a nation-wide audience.

