

Total Nerd + Artistic Creativity =
Remarkable Graphic Designer

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Case Studies

Challenge

Overall company sales were being negatively impacted due to the consistent tardiness of the freelance graphic designer's lack of meeting deadlines.

Strategy:

Convince the owner that we did not need the freelance designer. Despite having no graphic design experience or education at that time, that I could duplicate and maintain comparable flyers utilizing skill obtained through Microsoft Certification. He did not believe this was possible. Despite his skepticism, I produced an identical flyer with the appropriate date and sale changes and presented it to the owner. His first reaction was to assume that the freelancer had sent over a proof. When I informed him that I had generated the flyer in Microsoft Word, he was pleasantly surprised and impressed.

Results:

As a result of this one flyer, the freelance graphic designer was no longer commissioned and I was tasked with creating nearly all flyers, price lists, forms, and more for the next 10 years. Additionally, as my skills grew, I began creating the print and re-marketing ads as well. After reaching my highest potential without furthering my education, I began to take classes for graphic design.

This one act of efficiency for the company has propelled my entire graphic design endeavors.

Challenge

Artwork provided by clients was often poor quality and/or in the wrong format for use on the website or email campaigns. Transparent files were required for the emails as well as creating ads.

Strategy:

Since I did not have direct contact with the clients, I would scour the internet to find better copies of necessary artwork. If a better version could not be found, I would re-create it in Adobe so that it would meet guidelines for the company website, ads, and email campaigns.

Results:

The website, ads, and email campaigns had a clean and cohesive look. Many of these altered items are still in use today by the company.