

Jeffrey Floch

Illustrator and Graphic Designer

www.jeffFloch.com

www.jeffFloch.com/vectorPortfolio.htm

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Summary

Lifelong artist with an intense curiosity and love of learning, which augments his inherent creativity and informs his illustrations and design. Expert in traditional as well as 21st century Graphic Design and Illustration tools. Partners artistic passion with design acumen. Has brought projects using Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat, or combinations of all to completion within budget and deadline.

Skills

- Expert digital illustrator; Illustrator maestro, Photoshop virtuoso
- Expert studio illustrator; accomplished in all traditional media
- Proficient in InDesign page layout and typography
- Adept in webpage design using Dreamweaver
- Meticulous, detail oriented, perfectionist

Education

- **University of Wisconsin-Parkside Kenosha, WI**
2007-2009 Bachelor of Arts; Digital Art-Illustration Concentration
- **Gateway Technical College Racine, WI**
2003-2005 Associate of Applied Science; Graphic Design Technologies
- **Milwaukee Area Technical College**
1980-1982 Associate of Applied Science; Commercial Art
- **University of Wisconsin-Madison**
1978-1980 Fine Art Major

Career Development

Jeff Floch Illustration and Graphic Design Racine, WI

Freelance Graphic Designer January 2006 to present

- Illustration in digital and traditional media
- Photo manipulation; color correction, clipping paths, complete restoration
- Logo and corporate identity, brochures, pamphlets, flyers
- Website design

Design Interchange Inc. Racine, WI

Graphic Designer (Temporary) March-November 2006

Graphic Design Intern October-November 2005

- Catalog, brochure, flyer design
- Poster and POP display ad design
- Website design

Jeffrey Floch Art Studio Racine, WI

Freelance Artist 1997- December 2005

- Artwork in a variety of traditional media
- Matting, framing, mounting of paintings
- Custom T-shirts, many hand painted