


# SVENDEAVOR



## STEVEN LAUFER

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Versatile and sensible graphic artist with expertise in the Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver and After Effects), as well as 3ds Max. Diligent and attentive to ensure an optimal outcome for all projects. Specialties include photo manipulation, illustration and branding. Background in marketing proves to be a large asset that helps construct the projects in such a way that they will be received properly and effectively by the market being targeted.

## EXPERIENCE

### **TRACYLOCKE – 3D Artist/Graphic Designer    2012 - Present**

Head of 3D productions for concepts and final rendered output on store environments, merchandisers and products. Also a team member on the creative design group, which encompasses a multitude of output for deliverables including logos, point of sale, and illustrations for the following brands: Hewlett-Packard, Gatorade, Reebok, Pepsico, Frito-Lay, Pizza Hut, KFC, First Data, American Express, and Don Q.

### **RAYGUNN SMITH – Graphic Designer    December 2011**

Provided multiple assets for branding to show his profession as an electrician with the designing of his business cards and overhead. Also handled the responsibilities of communicating with the outside vendors and printers.

### **PETE'S AUTOMOTIVE – Graphic Designer    July 2011**

Responsibilities included providing ample amounts of aesthetic works to choose from, so that the final output for signs, t-shirts, and business cards would meet expectations of the owner. Relationships with outside vendors for production were also engaged and upheld throughout the job.

## EDUCATION

### **FULL SAIL UNIVERSITY – Bachelor in Digital Arts and Design    December 2010**

Established in 1979, Full Sail is an educational leader for the entertainment industry. With over 34,000 alumni, Full Sail graduates have contributed to countless notable projects in some of the industry's top and most respected companies.

- Instructed in many aspects of professionalism within graphic design, including production management, client relations, psychology of human interaction, and studio maintenance.
- Group projects to emulate team-based scenarios within a company.
- 40 hour weeks in class with monthly shifts in schedules existing between 00:00-24:00.

### **RADFORD UNIVERSITY – Bachelor in Marketing    May 2008**

Radford University serves the Commonwealth of Virginia and the nation through a wide range of academic, cultural, human service, and research programs. First and foremost, the university emphasizes the process of learning in its commitment to the development of mature, responsible, well-educated citizens.

- Educated to develop, execute, and control complex marketing strategy.
- Inherited skills in consumer behavior, marketing research, international marketing, and personal selling.
- Developed an understanding in multiple facets within business including accounting, economics, finance, organizational behavior, and operations management.