

paul halupka

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ha-lup-ka.com

in

sois
courageux



experience

ha-lup-ka APR '09 » PRESENT

Visual Design for major firms such as Edelman, closerlook and IA Collaborative, featuring clients such as GE, Grant Thornton USA, HP, and Bank of America. Focus on branding, art direction, information design, and marketing consulting for nonprofits and small businesses, including the national NFP League of American Bicyclists. ha-lup-ka.com

Active Transportation Alliance NOV '11 » SEP '14

Staff designer: Brand management, merch, urban planning resources, marketing & communications, print & publication design, creative direction at Chicagoland's bike, walk, and transit advocacy nonprofit. activetrans.org

Fuzzy Math MAR '14 » MAY '14

UI/UX Visual Design Internship. fuzzymath.com

Sessions College for Professional Design JUN '09 » DEC '16

Instruction for *InDesign Basics*, instruction and course authoring for *Print Production & Project Management*, as well as *Marketing Design*. sessions.edu

Faust Associates APR '08 » APR '09

Brand designer. Branding, print & web, production, client communication & relationship management. faustltd.com

Scout Branding Co. JUL '07 » 'APR 08

Junior designer. Branding, ad campaigns, print, publications, cutting teeth. Internship-to-hire. scoutbrand.com

Thirst, Inc. / 3st AUG '05 » DEC '05

Internship at the studio of Rick Valicenti. Mind blown. 3st.com

bonus

APA Design Award *Complete Streets / Complete Networks* Urban Planning Manual, 140+ pages of technical layout

Grand Prize Winner League of American Bicyclists *Women Bike* Infographics Competition

Eagle Scout awarded '98 | Youth Mentor since Dec '08

knowledge

BFA Studio Art (Design Concentration)

U of AL at Birmingham | 3.77 GPA

skills

Apple or PC: Adobe CC, Word & Powerpoint, Apple suite, Sketch, Basecamp, Asana, Calculator

Primary: InDesign | Illustrator | Photoshop

Secondary: Squarespace | Lightroom/Aperture | Sketch

Strengths: Brand systems, logos & icons, typography, information design, intuitive UX, writing for tone and for communication, personal growth, problem solving. Working within existing brands and reinventing them when necessary. Breaking down complex concepts into digestible ideas. Using paragraph styles. Shipping it. Being honest, communicative and transparent. Racing my bicycle. Sneaking dad jokes into conversation.