

JEFFREY L. AFFELDT

WEB & GRAPHIC DESIGNER

608.320.7496 • Jeffrey@ArcusCommunicationDesign.com

QUALIFICATIONS PROFILE

- Creative and multiskilled Web & Graphic Designer with extensive experience in corporate marketing design and production.
- Excellent interpersonal and collaborative abilities, with highly-developed written and verbal communication skills.
- Able to work as an integral part of a cohesive team, and accustomed to performing in deadline-driven environments.

PROFESSIONAL EXPERIENCE

Arcus Communication Design LLC, Principal, 2009 to Present

As an independent graphics & web designer, I fulfill the design needs of non-profit organizations and businesses ranging in size from multi-million-dollar international manufacturers to sole proprietors. In providing a spectrum of design services for a variety of clients, I deliver web & print media, logos & corporate identity, and copywriting & editing services.

My career experience collaborating with everyone from corporate marketing directors to web programmers enables me to execute design which conveys a strong image and a seamless message to customers both internal and external.

Vision Fitness (former division of Trek Bicycle), Art Director & Lead Designer, 1998 to 2008

Successfully managed and delivered all graphic design projects from concept through final production. Served internal and external clients to develop and execute all marketing materials: print brochures & other collateral, trade show graphics, retail point-of-purchase displays, and customer-education materials. Directed all marketing photography.

EDUCATION

- Associate of Applied Arts, Commercial Art, Madison Area Technical College, December, 1997
- Design and Illustration courses, University of Wisconsin Center-Fox Valley, Appleton, WI, 1993 to 1994

SPECIFIC SKILLS

- Comprehensive web-design execution, from initial conceptualization through final site launch and ongoing management
- XHTML and CSS web-layout languages, WordPress CMS website implementation and client training
- Photography, photo direction, and digital photo-editing; digital illustration: logos, icons, technical illustrations
- Desktop publishing applications: Adobe InDesign, Illustrator, Photoshop, Dreamweaver, and Acrobat Pro; QuarkXpress

PERSONAL INTERESTS

Community organization, writing, photography, travel, camping, kayak touring

References and Recommendation Letter are available upon request

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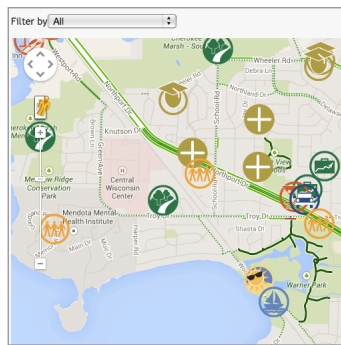
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A REAL PIECE OF WORK

Recent web and other graphic design work for a variety of clients. Click on each piece to see more or to visit the live website.

Please contact me to learn how I can help solve your project problems!



Interactive community map

Over 100 Northside Madison community assets; users can filter by category, zoom in and out, and click on each item for more info and a direct link to the business' own website.



Wisconsin Youth First website

I recently converted this site from its original static HTML structure to the open-source WordPress CMS format, allowing the members—youth with disabilities—to take control and manage the site content.



FeMani Wellness website

A new business website for sexuality-resource provider FeMani Wellness, featuring a robust means to build and maintain a growing 'library' of articles and resources, easily managed by the client.



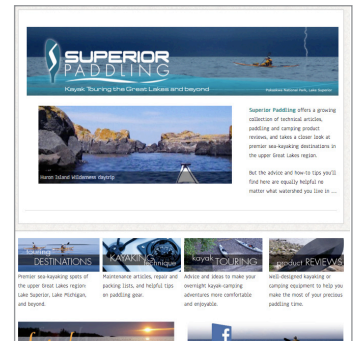
Spirit Fitness app GUI design

This fitness app integrates with select Spirit Fitness products to store User profiles, view real-time exercise metrics or reference individual workout data from the Calendar section. Three different interactive Display modes keep Users engaged and informed.



Xterra Fitness POP graphics

Graphical decals installed on floor models of Xterra Fitness products, sold in Costco retail stores and online. Bold eye-catching graphics styled after the products' control panel educate consumers and help to sell key product features.



Superior Paddling website

Complete graphic and web design of this online kayaking 'magazine' website: logo and visual identity, navigational graphics, and site structure and function.