

Jerry Strifler

ART DIRECTOR / DESIGNER

Orange County, CA

jerry@striflerassociates.com

714-376-9183 mobile

Summary

Creative design professional with a varied background in both print and online media. Experienced in providing the full-cycle creative development, design and production of marketing and advertising communications.

I design for the client, deliver strategic creative and help develop content. I am message-driven, work in nearly every medium and care about my profession. An executive level collaborator.

Specialties

Ability to understand strategic business communication objectives, expert knowledge of print design / production processes, website creative development, leading collaborative design teams, art direction & design, project management, vendor research & selection.

Experience

Art Director / Principal

Orange County, CA
Oct 2008 - Present

Strifler Associates

An independent Art Director, available for all types of creative work for marketing communications, advertising and interactive media. As needed, able to assemble a collaborative creative team capable of delivering any size project as a competitive alternative to a traditional agency.

Clients and projects partially include:

Aegis Software Inc, Horsham, PA:

- B2B Website redesign
- Mobile app user interface design
- Digital advertising & email marketing
- Trade show booth graphics
- Brochure, sales sheets & marketing collateral

Autobyte Inc, Irvine, CA:

- Monthly email promotions to auto dealers
- Consumer website home page redesign
- Trade show booth graphics
- Various marketing communications & print collateral
- Print advertising for trade publications

OCDM Direct Marketing, Santa Ana, CA:

- Company identity redesign
- Company website design and development
- Dave & Buster's cross-media B2B and consumer event promotions

Sr. Designer

Irvine, CA
Aug 2004 - Sep 2008

Autobyte Inc.

Responsible for the full-cycle creative development, design and graphic production of marketing and advertising communications to automotive dealers. Served in a multi-functional role that included the duties of an Art Director, Designer, Project Manager and Printing Buyer.

Provided creative design for a wide range of projects that included print ads, direct mail advertising, product sales kits, logo design, trade show exhibits, websites, brochures and other print collateral.

Art Director / Principal

Orange County, CA
Nov 1994 - Aug 2004

Strifler Associates

Provided creative marketing design, art direction and production services for our own clients as well as contract work for several Orange County area marketing and advertising agencies. Assignments usually employed a combination of our creative skills in design, digital image editing, website development and print production.

Clients and projects partially included:

Carlson Marketing Group, Long Beach, CA:

- Kia Motors: Dealer kiosk DVD cover
- Mazda: MazdaTown Dealer Guide; 172-pg full color CRM Proposal

Post-Agency Advertising, Newport Beach, CA:

- Diedrich Coffee: Whole bean coffee bag labels redesign, point-of-sale promotions, posters, brochures, menu boards
- PoundsOff Weight Loss Bars: Packaging redesign
- Kia Motors: 2000 model year car accessories point-of-sale promotional materials

Pollution Control Specialist, Santa Ana, CA:

- Designed and produced an 80-page sales oriented informational website

Designer / Sr. Production Artist

Torrance, CA
Feb 1990 - Aug 1994

The Van Noy Design Group

Produced typesetting, illustrations and composed finished mechanical art, for various design projects that often consisted of large scale retail packaging programs and print collateral.

Coordinated project production which included client interaction, hiring and supervising freelance production artists, requesting bids and coordinating with various vendors for services such as filmwork and printing. Responsible for Macintosh computer systems which included computer policy & procedures formulation, internal training, troubleshooting, technical research and hardware / software purchases.

Pioneered techniques for producing completely digital mechanical art for several major retail packaging programs. Wrote company's internal Macintosh production procedures manual.

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