

For **Your** Consideration



A LITTLE ABOUT ME

I have been working in the visual communication field since 1996.

I started working with a print shop creating small design projects and performing electronic pre press while attending Northern

Illinois University where I studied graphic design and photography

After graduating I began working with design and advertising agencies in Rockford, Crystal Lake and Chicago until leaving the agency world and breaking out on my own as a contractor, consultant and freelancer in 2006. I have since been working with small clients, agencies that need temporary help, and anyone that I can help with their communication needs, but can't afford an agency's fees.

I am constantly learning in this field, and it is one of the things that keeps me motivated. You never know what someone is going to ask for next!

Aside from design, I am also a fairly accomplished photographer. I work on small budget commercial product jobs, and am an avid landscape and street photographer. You can view more of my work at www.rouseyphotography.com.

in this small portfolio you will see some of the work I have done in the world of digital compositing, photography and retouching using Adobe Photoshop, Illustrator and InDesign. Hopefully this will give you an idea of what my capabilities are as an artist.

It is my sincerest hope that you will see something to your liking, and that you might contact me with hopes for future collaboration. Thank you -- Andrew

Andrew Rousey designer • photographer

p 815.345.5202 • **e** ar@aravs.com 12461 W Quinn Dr • Morrison, CO 80465 www.rouseyphotography.com www.aravs.com

As a graphic designer and art director with over 18 years of experience, I have worked with a wide variety of companies including Caterpillar, Motorola, Tech Lighting, Lowe's, Home Depot other smaller to mid-size entities. I have extensive experience with print design and production including identity programs, marketing collateral, packaging and trade show graphics, and photo retouching and I am well versed and comfortable working with existing design standards. Along with print experience, I also have a background in developing web graphics, e-mail blasts and web ads as well as a strong knowledge of HTML and CSS.

Currently I am working as an independent contractor and freelance designer, commercial and fine art photographer, consulting and working on various projects with small business owners, ad agencies and marketing firms to develop projects with time and budget sensitive needs.

Experience

AR avisualstudio Woodstock, Illinois 5/06 to present

Independent Contractor – Photographer and Designer

Clients:

Northern Illinois Orthopaedics, Woodstock Fine Arts Association, GEX International

TMC Integrated Marketing Crystal Lake, Illinois

1/13 to 6/14

Contract Art Director

Clients

Motorola, Home State Bank, BASF, AkzoNobel

M2C Marketing and Design Chicago, Illinois

12/04 to 5/06

Art Director

Clients:

Tech Lighting, M.B. Real Estate, Lowe's

The Media Center Crystal Lake, Illinois 7/03 to 12/04

Art Director

Clients:

Motorola, Noveon, Home State Bank

Heinzeroth Marketing Group Rockford, Illinois

11/00 to 7/03

Art Director

Clients:

Amerock, Warner Electric, Raynor Garage Doors, Rath Tubing

Cain & Company Rockford, Illinois 6/98 to 11/00

Graphic Designer

Clients:

Caterpillar, Caterpillar Racing, Barbera Coleman

Kwik Kopy Printers Crystal Lake, Illinois 6/96 to 5/98

Graphic Designer/Electronic Prepress Various clients and projects

Education

Northern Illinois University

Bachelor of Fine Arts - Visual Communication

Eastern Illinois University

Speech Communication

McHenry County College

Associate of Science

Technology

Adobe CS (InDesign, Photoshop, Illustrator, Dreamweaver, Flash)

Adobe Lightroom

QuarkXPress

Mac and PC

Canon EOS Camera Systems

Pentax Digital Camera Systems

HTML and CSS Working Knowledge

Organizations/Activities

AIGA Chicago Chapter

Veterans of Foreign Wars, Post 5040

Golden Key National Honors Society

Awards/Recognitions

2nd place Gazebo Art Festival - 2009 (Photography)

Best in Show Algonquin Art on the Fox - 2010 (Photography)

2nd place Algonquin Art on the Fox - 2011 (Photography) Greater Rockford Area Ad Council Certificate of Excellence

National Defense Service Medal

Air Force Longevity Service Award Ribbon

Southwest Asia Service Medal with Bronze Star

When Not Working

Hanging with my wife, step-son and dogs

Running

Cycling and Mountain Biking

Golf

Landscape Photography

Military

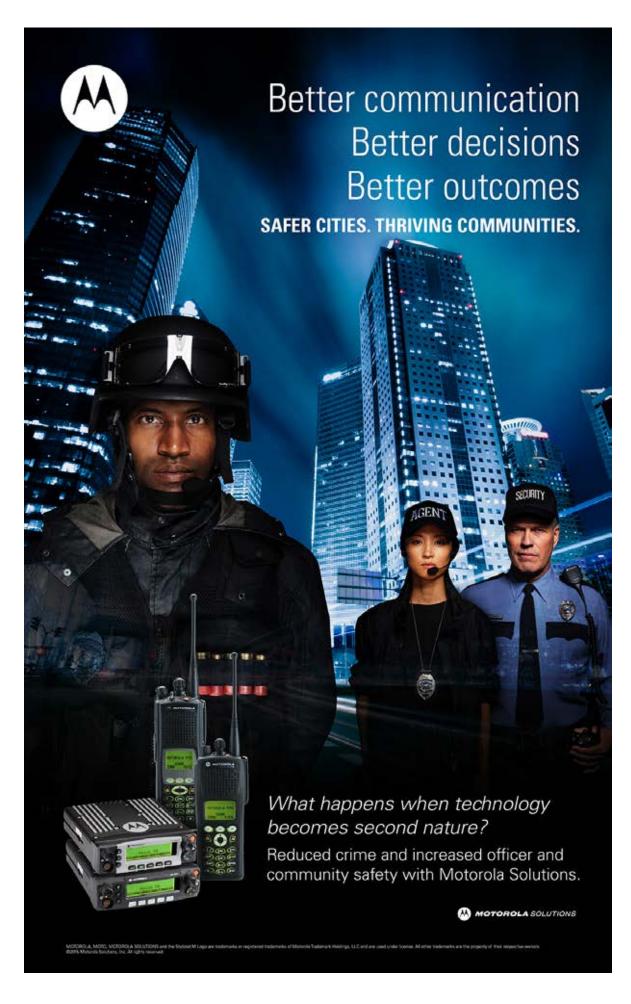
United States Air Force 1987-1989

United States Air Force Reserves 1989-1994

Honorable Discharge

Aerospace Ground Equipment Technician



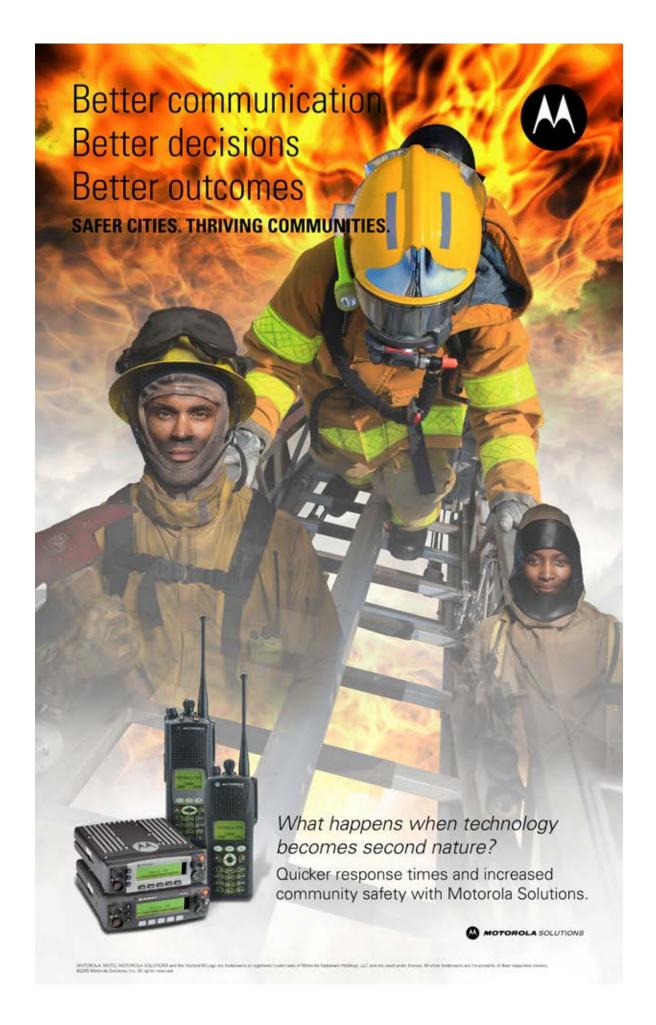


Motorola - Safer Cities. Thriving Communities

Compositing

Compositing of poster using model photography, stock photography and copy to create posters for trade show use. Created using a combination of Photoshop techniques.





Motorola - Safer Cities. Thriving Communities

Compositing

Compositing of poster using model photography, stock photography and copy to create posters for trade show use. Created using a combination of Photoshop techniques.





Motorola - GCN Best of FOSE Posters and Mailers

Product Compositing

Compositing of 6 individually photographed products into 1 layout for trade show poster and mailing pieces informing visitors and customers of accolades received for these wireless solution products.





Motorola Superbowl XLII RAZR2 Ad

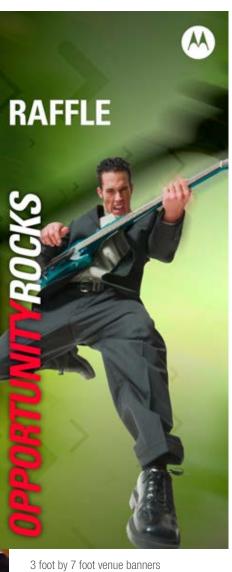
Compositing

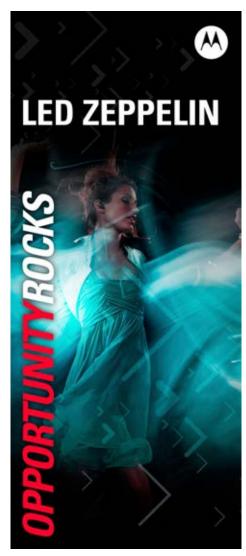
Advertisement for the RAZR2 placed in numberous Superbowl related literature client asked for creation of stamped, torn and steel background to be created in order to emphasive the "RAZR" phone and it's sharp look!.



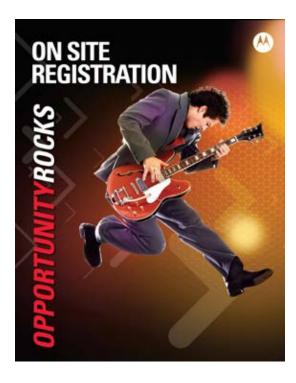












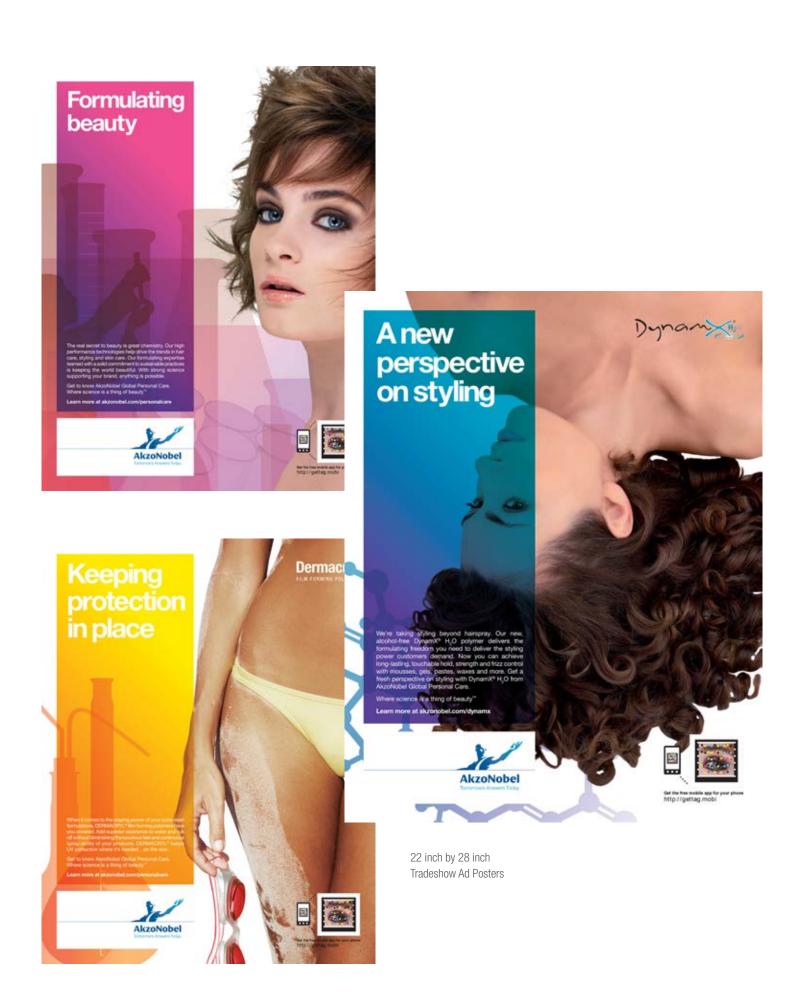
22 inch by 28 inch registration signage

Motorola Channel Partners Expo Graphics

Compositing

Series of large format graphics for event site. Project included multiple image composites built using stock imagery and illustrations and stylings to create posters, banners and signage.





AkzoNobel - Project Subtitle

Compositing

Compositing of several ads using model photography, corporate illustrations and copy to create posters for trade show use. Created using a combination of Photoshop techniques and illustrator.



Andrew Rousey e info@aravs.com



Street viev



Added Billowing Smoke and Street Fixtures



Placement of Props and Vehicles



Finished Image

${\bf Motorola\ -\ Advertising}$

Photo Compositing

Multi-layered assembly of supplied photos into cohesive illustration for use in web and print advertising and collateral materials.





${\bf Urban Bound - Retouching}$

Photography/Retouching

Obeject remove, in this cae the removal of a garbage can, parking sign and debris on sidewalk for completion.











Cummins Allison

Product Retouching

Original older product photographed on location, removed from background, new cash cradle added along with active LCD screen and Canadian currency for use in company literature and web sites.













Cummins Allison

Product Retouching

Product retouching, color correction for removal of yellow hue, removal of background, addition of LCD screen and enhancement of Canadian currency to hint at motion.







Motorola

Product Retouching

Product retouching, color correction for optimum black, removal of background and addition of bottom and company mark.





Home State Bank - Executive Ad Campaign

Photo Retouching

Replacing colors of chair and tie to better match the graphics of the ad campaign.





















Tech Lighting

Product Photography

Glass product photography, color correction and removal of backgrounds and dust for commercial catalog,





Delore





After



A Donahoe - Senior Portraits

Portraits & Retouching

Senior portrait location shots, color correction and retouching.







Before



After

${\bf Cary\ Renegades\ -\ Travel\ Baseball\ Portraits}$

Portraits & Retouching

Baseball portrait location shots, color correction and retouching. In this instance the young man had been hit in the face iwth a baseball and the injury was removed for the final image.







 $\textbf{Cummins Allison -} \ \text{Color Mapping and Image Replacement}$

Retouching

Replacing of bright red with toned down blue usning color mapping as well as replacement of US coins with French coins for use in French publication ${\sf P}$









Color Correction

Color Correction

Raw color correction, enhancement and spotting.

Thank **You** For **Your** Time



Art Director, Photographer, Retoucher
e info@aravs.com
12461 W Quinn Dr • Morrison, CO 80465