


Andrew Rousey

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

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 Independent Contractor – Photographer and Designer Clients: Northern Illinois Orthopaedics, Woodstock Fine Arts Association, GFX International	5/06 to present
TMC Integrated Marketing Crystal Lake, Illinois Contract Art Director Clients: Motorola, Home State Bank, BASF, AkzoNobel	1/13 to 6/14
M2C Marketing and Design Chicago, Illinois Art Director Clients: Tech Lighting, M.B. Real Estate, Lowe’s	12/04 to 5/06
The Media Center Crystal Lake, Illinois Art Director Clients: Motorola, Noveon, Home State Bank	7/03 to 12/04
Heinzeroth Marketing Group Rockford, Illinois Art Director Clients: Amerock, Warner Electric, Raynor Garage Doors, Rath Tubing	11/00 to 7/03
Cain & Company Rockford, Illinois Graphic Designer Clients: Caterpillar, Caterpillar Racing, Barbera Coleman	6/98 to 11/00
Kwik Kopy Printers Crystal Lake, Illinois Graphic Designer/Electronic Prepress Various clients and projects	6/96 to 5/98

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

AIIGA 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.



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



3 foot by 7 foot venue banners



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.



22 inch by 28 inch
Tradeshow Ad Posters

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.



Street view



Added Billowing Smoke and Street Fixtures



Placement of Props and Vehicles



Finished Image

Motorola - Advertising

Photo Compositing

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



UrbanBound - 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.



Before



After

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,



Before



After



A Donahoe - Senior Portraits

Portraits & Retouching

Senior portrait location shots, color correction and retouching.



Before



After

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.



Cummins Allison - 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



Color Correction

Color Correction

Raw color correction, enhancement and spotting.

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


Andrew Rousey

Art Director, Photographer, Retoucher

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