

Gregory L. Cannon

Senior Graphic Designer and Web Manager

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Introduction: For 2 decades, Greg has been website manager and art director for some of the nation's most respected institutions. He has taught seminars on all Adobe products and other software, and created sites for government facilities as well as 3D models for research and technical safety presentations.

Work History

Web Manager, Graphic Designer, TATRC, July 2011 to Present

Supervisor: Lori DeBernardis, 301.619.7927 Contractor: Ashok Siddhanti

- ▶ **For Endyna:** Created illustrations for alternative fuel vehicle safety seminars. Included electric, hybrid and fuel cell configurations modeled in 3D (C4D) with Photoshop layers to highlight trouble areas. Dr. Max Cropper, client.
- ▶ **For TATRC:** Designed and executed all materials for TATRC Open House event including design and output of over 60 posters and banners, window covers, event signage, maps, event fliers, badges and sign up sheets. Six Labs represented with initiative details and banners. Details and examples on my website.
- ▶ Rotoscoped six 3-minute modules for the Stop the Bleed Campaign illustrating usage of tourniquets and battlefield bandages.
- ▶ Created dynamic new graphics for rebranding of 6 TATRC Laboratories including C4D 3D illustrations, logo designs, and backgrounds and specialized menus for their respective websites. Customized web content to incorporate newsfeeds and events listings. Also provided 3D footage for teaser videos to accompany each lab.
- ▶ Successfully launched new mobile-first website from template to full release in 3 days. Provided all content, tested links and embedded video. Formatted news articles and events with calendar and carousel. <http://www.tatrc.org/www/default.html>. Created marquees, carousels and banners for each of the 6 Labs and programs.
- ▶ Designed all printed and web materials in support of technical staff. Prepared presentation boards for web apps and corporate branding products.
- ▶ Created infographics for various branches of TATRC including charts, illustrations, and site linkages.

Web Content Manager, USDA/NIFA, Feb. 2010 to June, 2011, Part Time

Supervisor: John Snyder, 202.720.3606 <http://www.csrees.usda.gov/newsroom/newsroom.html>

- ▶ Create new webpages for posting on the NIFA national website with 22,000 elements. Create RSS feeds.
- ▶ Designed new pages and meet with clients to assess requirements.
- ▶ Manage traffic for daily workloads to insure tight delivery schedule on time-sensitive grant applications posting.

Senior Graphic Designer, US Postal Service, Dec. 2003 to Oct. 1, 2009

Supervisor: Marcial Amigo, 202.268.7804

- ▶ As Art Director for nine regional full-color magazines with a combined circulation of 750,000 Postal employees, improved work flow to meet deadlines. Redesigned the *Area Updates* and trained deadline-oriented work group. Wrote scripts to speed formatting.
- ▶ Created templates, content and HTML compatible content for several online and print publications including *PCC Insider*. Created stock of *Did You Know* information graphics for Postal TV, web and print use.
- ▶ Created new templates and libraries for core documents such as the *Annual Report*, *Vision 2013*, *Comprehensive Statement* and *Business Report*. Reduced turnaround times from months to days.
- ▶ Planned personnel requirements and scheduled work for as many as five other designers.
- ▶ Created a searchable archive of stock photography from *Area Updates* and other sources.
- ▶ Solved several system and software problems on Macintosh G5s and installed systems for vice presidents.

Contract employee, various assignments, EEI Communications, US Conference of Catholic Bishops, Corporate Executive Board Oct. 2002 to Dec. 2003

Supervisors: (EEI) Joe Robinson, Margie Craig, 703.683.0683

- ▶ At EEI, embedded Actionscript into Flash for self-testing training modules for insurance industry. Also for EEI, backup trainer for classes in Dreamweaver, InDesign, Photoshop, Illustrator, Acrobat, Quark, and other softwares and disciplines. Helped students individually.
- ▶ For the Conference of Catholic Bishops, designed posters, brochures and VHS covers. Established color correction procedures.
- ▶ Served as part of the Swat team for the Corporate Executive Board for emergency deadline projects. All composition was completed on time.

Graphic Designer and Webmaster, Library of Congress, Nov. 28, 2001 to Oct. 12, 2002

Editor: Gail Fineberg 202.707.9104 (Letter of Recommendation available)

- ▶ Designed weekly *Gazette* employee communication for the Library of Congress in html and print versions. Transitioned from PageMaker to InDesign.
- ▶ Created template and navigation for archive project, storing over 2 1/2 years of *Gazette* publications online in searchable database.
- ▶ Staff photographer for publications including events and members of Congress. Photo correction for black and white and color uses.
- ▶ Occasional writing and event coverage for *Gazette*, including photography and research.
- ▶ Staff photographer for the National Book Festival.

Senior Graphic Designer, National Teleprinting, Inc., Denver, CO, Mar. 1987 to Aug. 2000

Supervisor: James Howe, Jr. (303) 623-2800

- ▶ Corporate identity, press preflight, web capture, as well as original design concepts for broad clientele including travel magazines and art galleries.
 - ▶ Produced technical journal for international engineering and scientific organization (International Society of Offshore and Polar Exploration) involving advanced equation replication software and PostScript preparation for printer. Also maintained archive collections and provided type, covers, and accessory art as needed.
 - ▶ Prepared corporate identity packages including logos, letterhead, business cards and envelopes from original artwork or artwork developed offsite.
 - ▶ Developed franchise materials for Quizno's sub shop chain including posters, large format brochures and executed photographic manipulations supporting promotional materials. Designed cover illustration for *ProMotion Racing Program*, summer, 2000 and designed several catalog and program covers and interiors.
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President, Board Member, Alternative Arts Alliance, Denver, CO,

Mar. 1987 to Apr. 1998

401(c) Non Profit Organization, merged with Museum of Contemporary Art/Denver, April 1998

- ▶ Conducted and participated in meetings and all official functions of the Alliance. Planned benefits, events, and budgets.
- ▶ Coordinated with office staff concerning expenditures, revenues allotment, and grant writing.
- ▶ Successfully merged organization with the Museum of Contemporary Art/Denver (MOCA-D) in June of 1999.

Further experience upon request.

Formal Education

BA in split major, Public Administration and Fine Art, St. Cloud State University.

References

Available on request