

Steve Herzog

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Work Experience

Multimedia Designer, The American College

August 2008 - Present

As the Multimedia Designer, I work on both print and electronic projects for the college. On the electronic end, I help the E-Marketing Manager with the creation of eBlasts and the constant redesigns and updates of the college's various websites. I also develop small Flash animations for use within those sites. On the print end, I have managed the redesign of the college's printed course catalog. This involved getting quotes from our printer regarding different trim sizes and paper weights to achieve the highest quality product for the lowest cost. I am also involved with updating the college's numerous printed collateral pieces. These have been created by many different designers over the course of several years and have no coherent look. I am creating consistent type treatments, style sheets and color palettes to create a cohesive look and feel for the college. Most importantly though, I create the look and feel of the various conferences and summits the college hosts. This work involves everything; websites, flyers, programs, promotional videos, speaker bios, even the name tags.

Art Director, Eye See Studio

January 2008 - August 2008

My work with this small design studio was primarily on the electronic side. I worked on complex web design projects involving working with an off-site database/php guy to build a complete video hosting and blog site. I have created entire sites both in Flash and basic HTML. The HTML sites have been created using either Wordpress or Adobe Contribute thus allowing the client to eventually take over the updating and maintenance of their site. My responsibilities also included maintaining contact and developing relationships with our clients, and often traveling to their location to give them instruction in how to maintain their own sites. This studio also owned a sports marketing magazine, so I was also involved in conducting interviews, arranging photoshoots and writing reviews for the magazine, as well as it's layout and production.

Senior Graphic Designer, Library Video Company/Schlessinger Media

Summer 1996 – January 2008

My duties included the creation of advertising for DVD and digital educational content, trade show booths and signage and user's manuals and other support materials for our hardware products. I was also responsible for the creation of a 200 page product catalog. I coordinated all of the training for the department including design conferences and in-house instruction. I also conducted market research and studied design trends to create effective product packaging and arranged and directed photo shoots while maintaining working relationships with local photographers. Once the projects were complete, I attended the press approvals and worked closely with our printers to ensure a high-quality final product with no surprises.

Adjunct Professor, Drexel University

Summer 2002 – Present

I serve as an Adjunct Professor at Drexel University. I teach graduate-level night courses in Electronic Publishing and Publication Management. I do this because I feel there is no better way to truly understand a topic than to teach it to another. In the Electronic Publishing course, I cover HTML, CSS, PDF, video, Flash and social media. The final project requires them to create a complete online presence for a fictitious entity. As in the real world, I supply them the information piecemeal, some information is incomplete, some is incorrect and of course I throw in a few last-minute changes. The extensive Publication Management course involves the creation and preparation of files, managing multi-page documents, PDFs and matching websites.

Education

Millersville University, Millersville, PA Bachelor of Arts, Commercial Art

May 1996

HOW Design Conferences, Thunder Lizard Conferences for both Quark XPress and Photoshop Intensive, personalized instruction about the Adobe Creative Suite with Adobe instructors

Annually

April 2007