October 30, 2019

Re: Student Life Communications Multimedia Designer position

Dear Student Life Communications Hiring Manager,

I'm happy to introduce myself for your consideration for the Student Life Multimedia Designer position. The requirements of this position closely match the skills I've developed over my design career, and I would enjoy applying them in this new and exciting context. I am confident that my experience and range of design talents would make me an effective contributor to your team.

My projects have included a range of media from print materials of all kinds, to illustration, photography, web development, presentations, packaging and displays. I'd love to bring this broad background to bear in support of your marketing efforts. I've always loved working in print, but have of course grown very experienced in designing for the digital world and continue to develop my web design and development skills.

I've worked on projects of widely varying scales—often at the same time—from long-term campaigns to quick one-off solutions on short deadlines. I've managed these from the earliest planning and conceptual design stages, all the way through to completion. Along the way, I monitor schedules and deliverables (mine and the client's) to ensure the project stays on track. I like to think and plan ahead to final production, and efficiently set up my files and workflow to make the prepress and printing tasks run as smoothly as possible.

I've managed projects for a diverse group of clients—from nonprofits like Food Gatherers and the Corner Health Center to large organizations like KraftMaid Cabinetry and the Center for Automotive Research. Qualities my clients have most appreciated include my commitment to their satisfaction—with both the creative and management aspects of a project. I listen carefully and ask discerning questions to gain a deep understanding of my clients objectives, resources, and constraints in order to develop creative solutions.

As unusual design or production challenges have arisen, I've enhanced my skills to meet them. I would be excited to continue improving my abilities and broadening my skill set as a member of your communications team. I would appreciate an opportunity to meet, learn more about the position, and discuss my work and how I can help you. Thank you for your consideration.

Tad Chasky

QUALIFICATIONS

Multi-talented and versatile designer. Over 30 years' creative experience in print, web and other media, including 19 years as owner/principal of DesignHub, a design and marketing communications company in Saline, Mich. This work has required the ability to adapt quickly, handle multiple projects simultaneously, and produce high quality, client-pleasing work while meeting critical deadlines.

Experienced in collaborating with other designers and team members, evaluating and monitoring design quality and project functional requirements.

Well-developed ability to quickly produce compelling concepts and turn them into effective deliverables that support clients' communication objectives.

Strong ability to leverage templates and deep-level software features for production efficiency and standardization in repetitive tasks.

EDUCATION

BACHELOR OF ARTS — LAWRENCE UNIVERSITY, APPLETON, WISC.

Majored in Studio Art with a concentration in photography and drawing.

EXPERIENCE

DESIGNHUB

Owner/principal 1999-PRESENT

Produced a wide range of deliverables, including printed pieces of all types, logo designs, trade show and other displays, websites, signage, photography, and illustration.

Developed high-quality, interesting designs and art while working within established brand guidelines.

Used photography background to enhance projects with original photography; art directed photo shoots, developed extensive experience and expert skills in digital photo manipulation and retouching.

Supervised work of other designers, programmers and freelancers to maintain overall quality of work, meet client expectations and adhere to brand standards.

Excelled at translating complex client requirements into specifications and scope of work documents for successful web projects.

Planned and designed responsive websites, including both public-facing layouts and administrative back-end systems. Programmed HTML/CSS web interfaces based on approved design concepts, using WordPress, proprietary/custom systems, and Dreamweaver. Supervised and directed programmers for more complex coding projects.

Coordinated print project production on behalf of clients with outside printers, exhibit and sign companies, and the like. Highly knowledgeable of print production processes. Produced prepress files for a wide range of printing and large-format output vendors. Supervised prepress reviews and press checks.

Demonstrated versatility by collaborating with clients on all aspects of projects as dictated by project requirements and circumstances, including writing, copy editing, original illustration, art sourcing and modifications, and photography.

ENVISION TECHNOLOGIES

Designer/Creative Director 1989-1999

Came on board as a production artist and digital output technician. As the business grew I took on additional responsibilities and acquired many of the skills outlined in the DesignHub section above.

Supervised and art directed 2-4 designers' work at various times.

TRIATHLON TODAY MAGAZINE

Staff Writer/Production Assistant 1987-1989

Joined staff as part-time writer for nationally-distributed tabloid sports publication. Interviewed race participants and promoters to write race summaries for five regional magazine editions.

Occasionally performed assignments to travel and photograph races or athletes for more in-depth stories.

Processed film supplied by race promoters and athletes, chose images for publication in consultation with art director, printed selected photos.

Transitioned to combined writing/layout role as production assistant, learning Aldus Pagemaker and Adobe Illustrator as needed to complete advertising and layout tasks. Worked on monthly page layouts and prepress preparation for printer.

SKILLS

High-level proficiency in Adobe Creative Suite (InDesign, Photoshop, and Illustrator)

Digital photography and expert-level retouching

Experienced with Acrobat, PowerPoint/MS Office, Sketch

Web development and site management with WordPress and other CMS platforms. Experienced with HTML/CSS/Sass/Bootstrap

REFERENCES

Lisa Hart.

Senior Vice President Center for Automotive Research

517.795.5898 hart@cargroup.org

Karim Motawi

Karim Motawi Director of Marketing and Sales Wizard Enterprise

734.476.1526 karim@ wizardenterprise.com

Sarah Reep.

Director of Designer Relations and Education KraftMaid Cabinetry

440-487-6811 slrauk@gmail.com

Lana Berry,

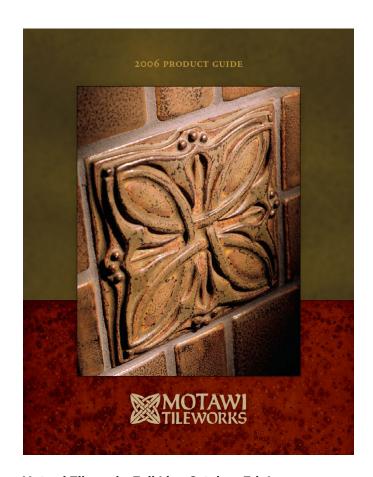
Owner, and **Nancy Barta**,

Dexter Mich.

Executive Director of Research and Development Berry & Associates,

73 Ilb

734.426.3787 Ilberry@berryassoc.com nbarta@berryassoc.com



Motawi Tileworks Full Line Catalog, Ed. 1

CLIENT: Motawi Tileworks

Design – Production – Illustration – Retouching

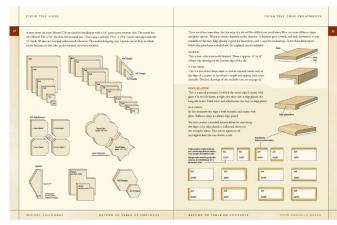
This first edition tile catalog featured Motawi's full line of tile product for both consumers and designers. As in the matching Gift Tile catalog, I used framing and decorative elements and background colors and textures consistent with the Arts & Crafts aesthetic prevalent in the company's tile designs. This catalog design won a Silver Addy at the annual Ann Arbor competition.

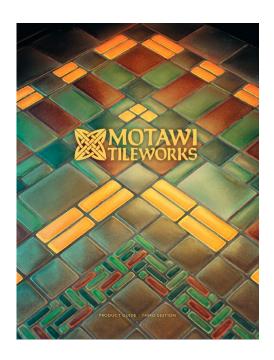
















Motawi Tileworks Full Line Catalog, Ed. 3

CLIENT: Motawi Tileworks

Design – Production – Illustration – Retouching

As Motawi's tile designs evolved further from the Arts & Crafts aesthetic, a cleaner, more open layout without any framing elements seemed more appropriate for the modernist designs they were bringing into circulation. This updated catalog design was the result.









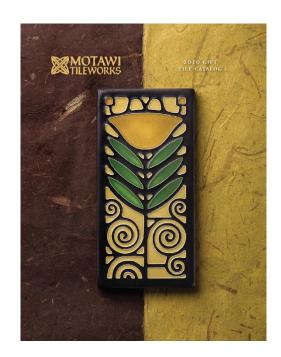


Motawi Tileworks Retail Materials

CLIENT: Motawi Tileworks

Design – Production – Retouching

Over several years, I created numerous retail materials focused on Motawi's single tile and accessory products that are typically sold in gift shops, galleries and the like. The annual gift catalog (right) showcases the retail selection. Postcards and brochures focused on specific collections.





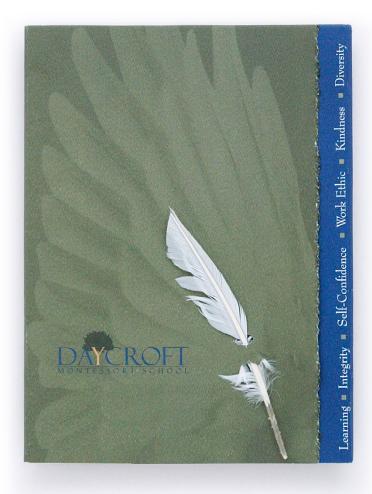
Daycroft Montessori Marketing

CLIENT: Daycroft Montessori

Design – Production – Photography – Retouching

Playing off the key slogan of the school promotional campaign ("There are only two lasting gifts we can give our children. One is roots, the other is wings.") I designed this promotional folder with a unique and memorable feather closure. It was printed on a heavy deckle-edged stock.

The folder included interior capacity for an eight-page information insert about the school, and other admissions materials. I also redesigned the school's business cards and other identity materials and literature to follow the campaign theme.











CAR Event Materials

CLIENT: Center for Automotive Research

Design – Production – Project Management – Illustration

I worked with the Center for Automotive Research for almost 20 years on their annual Management Briefing Seminars conference, an event for senior automotiveindustry executives to review both current trends and the future prospects of the global automotive industry.

Each year my team designed and produced art tied to the year's chosen theme, which was used to produce an array of materials, including promotional brochures and registration materials, advertising, on-site event materials, web graphics and more. With a fixed deadline, I monitored the status of the various project components and the content required to produce them to ensure that advertising and promotional deadlines were met, and attendee materials would be in hand by the conference opening.

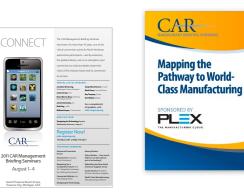
I supervised the design and production team, interacted with the client, and worked with the vendors producing various deliverables. I was always deeply involved in the production process for most of the deliverables and in many cases designed the overall conference theme art.













A Sampling of Logo Designs

CLIENT: Various

























Jazz Ensemble CD Packaging

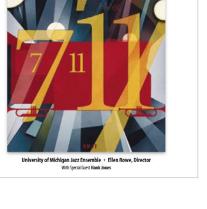
CLIENT: University of Michigan Jazz Dept.

Illustration – Design – Production

Charles Demuth's 1928 painting "I Saw the Figure 5 in Gold" inspired this artwork for the University of Michigan Jazz Ensemble's "Seven Eleven" CD. I created the illustration largely in Adobe Illustrator, with a final Photoshop touch-up, and adapted a version for the two-color CD disc imprint.



SEVEN ELEVEN 2004 UNIVERSITY OF MICHIGAN JAZZ ENSEMBLE © 2005 The University of Michigan



2004 UNIVERSITY OF MICHIGAN JAZZ ENSEMBLE





Love For Sale 4:39 9:07 Sing, Sing, Sing 4:16 (Round Midnight 7:59 6:19 Sweet Georgia Brown 6 First Circle 9:31 Adam's Funk Joyful, Joyful, We Adore Thee 2:52 Total playing time:

SEVEN ELEVEN

Jazz Department Event Materials

CLIENT: University of Michigan Jazz Department

Ive worked on numerous event materials and magazine advertising projects for the Jazz Department. The Jazz Festival project required a concert poster, program cover, postcards and a banner hung as a TV set backdrop. For these pieces I executed two custom oil paintings, of a string bass scroll and a portrait of bassist Ray Brown. The bass image with added text (in Photoshop) was featured on the poster (shown) and other print materials.

I've worked on advertising materials for jazz education publications, adapting each to the Music School branding in play at the time of production. Other projects include on-campus event promotion and event participant swag such as the Ambassadors shirt art.

















Momentum CD Packaging

CLIENT: Ellen Rowe

Design – Production – Retouching

The musician is also a distance runner, so running and runners inspired some of the compositions on this record. She initially wanted running imagery included in this CD art. I pushed for a more abstract solution, retouching a photo of a seaside fire performer to evoke the energy of the music, play off the 'momentum' title, and give a nod to the octet ensemble. Like the music, the art has been very well received (by the musician, too!) and we were able to include some subdued running images elsewhere in the liner.



Each piece on this album is a tribule to women heroes of mine in disciplines ranging from music to social justice, environmental advocacy, sports and politics. While I am frequently adea about musical influences I rarefy get to talk about the many amazi women who have had a probund influence on me. This album is a celebration of the curareae, balant tenacits and area.

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ie Fisst Lady (No, Not You Melania)* was then immediately after Donald Trump's uguration in 2017. Michelle Oberna was, and the spitome of class and gace and a very we full nice model for young women everywhere. e of the first groups I was a part of in elementary could be called 10% which be not for Donald.

> ment. The addiser was a wonderful ner of minenamed Debosh Hill ddition to my mother, nouished in the outdoors and surght me the of protecting the flow and furna Goodal and Dian Rosseyhand orld's standard.

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I am iscredibly indebted to the blowing for their support in the composition and recording process.

University of Midnigan Office of Research

University of Middigan Schmol of Music, Theatre & Donae University of Middigan Institute for Research on Women and Cer University of Middigan Departmented Women's Studies University of Middigan Departmented American and Alio Americ the Barff Centre for Arts and Createry Leighton. Artists Studies

Protected by Illim Rown, Recks 1-7 recorded at the University of Michigan Dederstudt Recording Studio. Am Albric Michigas on October 15, 14 and 15, 2017 I nick it seconds of any home on the Stammary piano the lab Search out affects for every 60 years. Many Studies to Done Greenspan for making this remote secondary location possibility.

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MOMENTUM PORTRAITS OF WOMEN IN MOTION

that point. "Game, Set and Match" is dedicated to them. I also celebrated the language of some of my favorite funk/fasion from bands of that es

ELLEN ROWE OCTET

SECURDS

RECURDS

* 1158ER-1-SSR

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1. Ain't I A Woman 8:07 F.P. (Relentless Forward Progress) 7:4

3. The Soul Keepers 5:36

5. The First Lady (No, Not You, Melania) 5:58 6. The Guardians 5:50

7. Game, Set and Match 6:47 8. Song of the Meadowlark 5:25

Dealer Support Materials

CLIENT: KraftMaid Cabinetry

Design – Project Management – Production

This large-scale project extended over 18 months as the client developed and rolled out a concept for a new in-store selling center for their top dealers.

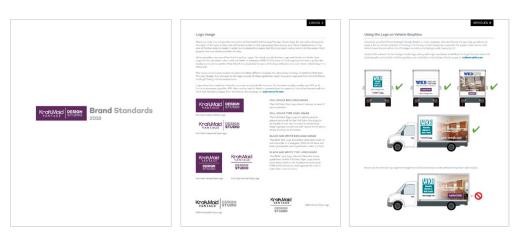
Project deliverables included:

- Brochure and other literature to promote the new concept to dealers.
- Branding guidelines for dealers and their vendors.
- A general marketing guidebook and event promotion handbook to help dealers leverage the new display for better sales.
- Advertising templates for dealers to promote the Studio (not shown).
- Site planning and graphic support for the in-house web team developing online dealer support resources.
- Labeling for product samples used in the display; I used InDesign's XML import capabilities and Illustrator scripting to process and correctly position the 300 images used.





SIX-PANEL DEALER BROCHURE



DESIGN STUDIO BRAND STANDARDS GUIDE FOR DEALERS AND VENDORS



60-PAGE MARKETING GUIDE FOR STUDIO DEALERS



LABELING FOR CABINET DOOR SAMPLES



Websites

CLIENT: Various

Design – Templates – Programming – Photography

I've worked on sites for a variety of clients; here's a sampling. These are typically custom WordPress themes, although I've worked in other systems on certain projects.

Visit my website for more project details on these sites.

















Corner Health Exterior Graphics

CLIENT: Corner Health Center

Design – Project Management – Production

Ypsilanti's nonprofit Corner Health Center is located in three adjacent storefronts. On this project I was asked to create a building graphic system and signage featuring their new logo and brand colors. Another goal was to unify the three adjacent buildings they occupy, and make it clear to patients and passers-by that all belonged to the same organization.

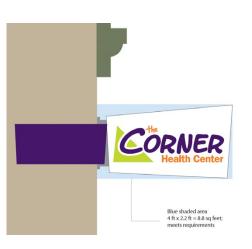
The project was complicated by the Corner's location in a historic district. I had to familiarize myself with both city signage and historic district regulations to ensure that the proposed alterations were acceptable. I created a presentation for the historic district commission's approval, and attended the presentation meeting in support of the Corner's director.

After approvals were obtained, I prepared bid documents for sign vendors, and the Corner staff completed the process with a successful installation.









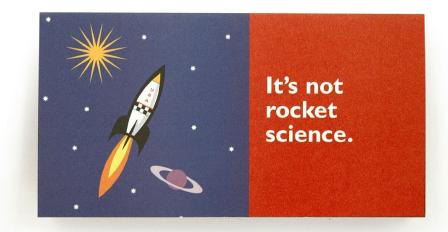


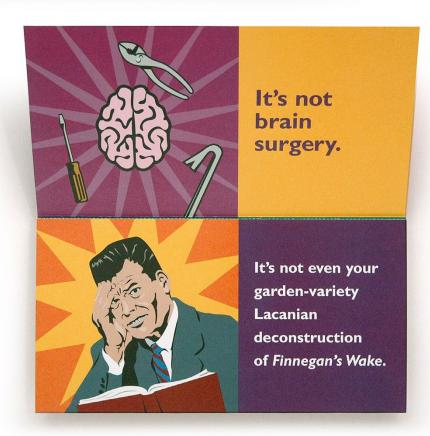
Direct Mail Promotion

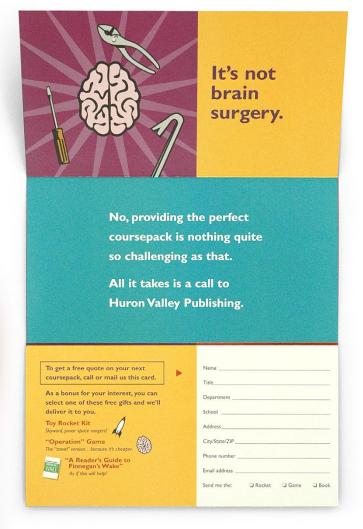
CLIENT: Huron Valley Publishing

Illustration – Design – Production

A small but amusing project. My writing collaborator turned off his goofy filter and I tried to follow suit with the illustrations!







Dimensional and Packaging

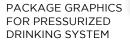
CLIENT: Various

Design – Illustration – Project Management – Production

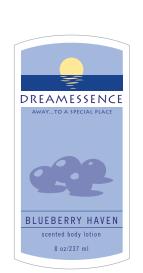
I've worked on various dimensional and packaging projects. These are always an interesting challenge, both in the design realm, and in managing the often finicky specs of the vendors involved.

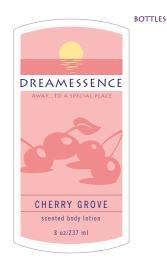


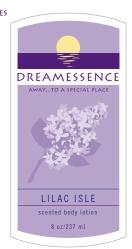














8 oz/237 ml

EAUTY PRODUCTS ENTREPRENEUR







PRODUCT LABEL DESIGN/ILLUSTRATION AND LOGO DESIGN FOR LOCAL BEAUTY PRODUCTS ENTREPRENEUR

Berry Assoc. Product Catalog

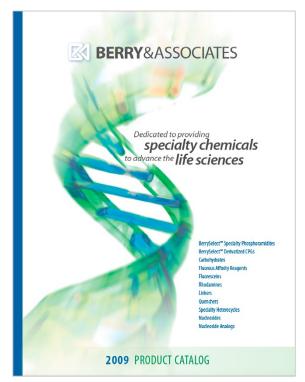
CLIENT: Berry & Associates

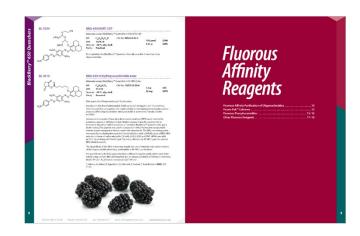
Project Management - Design - Production - Photography
This project was as much a content
management and process challenge as
a graphic solution. The primary difficulty
was volume—to lay out the 600-product
catalog and format its complex content
in a reasonable amount of time, I sought
to automate the process as much as
possible.

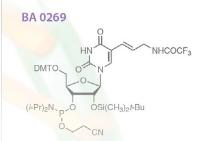
I created a highly-structured InDesign template and, with the help of programmer Ryan Sexton, converted website product data to an XML structure that could be organized and imported into the catalog document. This import process saved huge amounts of time, and, critically, ensured that the correct chemical structure images were always paired with the appropriate text.

Additional semi-automated GREP search and replace operations removed idiosyncratic HTML tags from the descriptive copy while simultaneously using them to apply character styles to chemical formulas and other text in the book.

The page layouts were spiced up with a combination of stock images and photos that I shot on-site at the Berry laboratory.







5-Aminoallyl-U CEP

Alternate name: 2'-O-(t-Butyldimethylsilyl)-3'-O-[(diisopropylamino) (2-cyanoethoxy)-phosphino]-5'-O-(4,4'-dimethoxytrityl)-5-[*E*-3-(trifluoroacetamido)-1-propenyl]-uridine

MF: C₅₀H₆₅F₃N₅O₁₀PSi CAS No: N/A 50 μmol \$285 MW: 1012.133 0.25 g \$995

Store at: -20 °C, dry
Purity: Research

BA 0269 allows the introduction of a 5-aminoallyluridine residue into oligonucleotides for the purpose of post-synthetic labeling by acylation.

To our knowledge, 5-Aminoallyl-U CEP is not reported in the literature. However, the 2'-deoxyribo version (5-Aminoallyl-dU CEP) is known^{1,2} and is also offered by Berry & Associates (see Product Number BA 0311). It should be noted that the 2'-deoxy version is useful not only in amine modification, but in triplex-forming oligonucleotides (TFOs) that are similar in stability to those bearing unmodified residues.²

 Early work on the introduction of a 5-aminoallyl-dU amino modifier into oligonucle otides involved the methyl phosphoramidite.¹³ 5-Aminoallyl-dU CEP (our BA 0311), employing a 2-cyanoethyl phosphoramidite, was reported later.¹⁶ See: (a) Cook, A. E.;

