

## Phil Dexter — Résumé

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### Employment History

2008–Current  
Creative Director and Co-owner.  
Rockridge Group; multi-title  
B to C catalog and internet retailer.  
Springfield, MO

2005–2008  
Design Manager >  
Webmaster > Creative Director.  
Astral Direct; multi-title B to C  
catalog and internet retailer.  
Ozark, MO

2004  
Customer Service Representative.  
Digital Print, Ink (DPI); full-service  
print and design shop.  
Springfield, MO

2001–2003 (seasonal)  
AASI Snowboard Instructor.  
Sandia Peak Ski Area,  
Albuquerque, NM

2000–2004  
Freelance Graphic Designer.  
Zia New Media, Albuquerque, NM

1998–1999  
Partner in web-design business.  
Running Man Design,  
Derbyshire, England

1988–1998  
Graphic Designer.  
Visual Communications Dept.  
Lubrizol International Laboratory,  
Derbyshire, England

### Education

B.A. Honors in Graphic Design.  
University of the West of England

### Summary

Experienced designer with a broad background in promotional and informational graphic design. I'm creative, with good communication and management skills, experienced in both traditional and online media. A self starter, able to take projects from concept to completion. Good organizational skills and attention to detail. Used to working within budgets and deadlines. Naturalized US citizen, formerly from the UK.

### Skills

Proficient in Adobe Design Suite, Photoshop and InDesign in particular. Equally at home on Mac OS or Windows. Experienced in campaign art direction, design for print, pre-press, image manipulation, color correction, press-proofing, website graphics and design, email newsletter design, and copy writing. Used to working with Shopify web stores, Mailchimp email marketing, MS Office, Google Apps, and database queries. Some experience with HTML and CSS manipulation.

### Rockridge Group

With my wife and another partner, took the brands left by Astral Direct's bankruptcy and brought them back to life. Grew the Linda Anderson and Music Stand brands by an average 20% per year, primarily through mailed catalogs, backed up by website sales and email marketing. Created almost all the design and photography for the two brands with around a dozen catalog releases per year. Assisted with copy writing. Developed modern websites to complement the brands. Produced weekly marketing emails. Migrated the company from a Volusion/StoneEdge onsite-server system to Shopify/ShippingEasy/Stocky cloud-based system. Developed custom and personalized products to be made in house, and set up the systems to produce them. Assisted in product selection and sales analysis. Also closely involved in day-to-day running of the business.

### Astral Direct (formerly Direct Retailing)

As part of a team, designed and produced direct mail catalogs for three brands; Linda Anderson (home décor, apparel and accessories), The Music Stand (music-based apparel and accessories) and Characters (fun collectibles and gifts). Worked on multiple titles simultaneously to tight deadlines. Coordinated schedule and set milestones, ensuring press deadlines were met. Designed layouts, managed copy creation, directed photography, controlled approval routing, and created press-ready artwork. Created and managed all email campaigns. Took on role of webmaster with goal of improving websites to supplement catalog sales.

### Digital Print, Ink

Front counter sales and support. Taking orders from customers, advising on print and design decisions, estimating and billing, coordinating production, and ensuring customer satisfaction with the end results.

## **Interests**

Art, design and photography.  
Hiking. Cycling. Kayaking,  
Snowboarding (formerly).  
Travel. Good food. Pets.  
Science fiction and fantasy.  
RPGs (pen-and-paper and online).  
Open world computer games.

## **Sandia Peak Ski Area**

Snowboard instructor for winter season, gaining AASI Snowboard teaching certification.

## **Zia New Media**

Freelance consultants for multiple clients on web-design, site prototypes and banner advertising, icon design, photography, book and report-covers, and exhibition design.

## **Running Man Design**

Designed and produced several new websites. Developed a new identity, brochure and website for a software house, icons and buttons for new software. Design consultation for a web-based software interface. Designed exhibition panels for shell-system display.

## **Lubrizol International Laboratories**

Designed and produced promotional material for many different products and services, ranging from single color leaflets to six color brochures. Took projects through from initial interview with the client, to brief, design, approval and production. Supervised photography and copy writing. Created technical document templates, illustrations, charts and diagrams. Prepared presentation materials. Developed new corporate identity and manual. Took an acquired subsidiary in Germany through the same process Set up customer and employee training and sales sessions. Developed a Mac-based design facility. Worked closely with exhibition designer and builder to create exhibition stand for trade shows. Designed graphics to go onto stand and supervised installation. Helped lead a drive towards electronic document management. Trained in ISO 9001, QM principles, and supervisory management.

## **University of the West of England** (formerly Bristol Polytechnic)

Honors Degree in Graphic Design. Specialized in information design and photography. Grade 2.1 (top 10%).