

darrel groves

creative director for print/internet/multimedia

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professional experience

- 02.2007 - present **1L Design** Fort Wayne, IN
As creative director, I'm involved in developing online and print materials for clients. My work includes Web sites, corporate identities, print production and design, as well as working with a variety of agencies on a contract basis throughout the midwest.
- 03.2001 - 01.2007 **Brotherhood Mutual Insurance** Fort Wayne, IN
As a Web Communications Specialist, I was involved in managing various Web sites, developing user interfaces, administering usability testing, as well as implementing designs for company branding.

As part of the Marketing department, I participated in writing, photography and art direction for company publications. I also produced films and presentations for special events involving employees and agents.
- 01.1999 - 02.2001 **Advanced System Designs** Morton, IL
As part of the interactive division at ASD I produced Web designs and development for corporate and e-commerce solutions. My position involved project management, design concepts, interface design, site design, and print design. I also produced Web interactives, splash screens and marketing tools using Macromedia Flash.
- 04.1996 - 12.1998 **The Iona Group** Peoria, IL
Working at the Iona Group enabled me to develop a foundation in Web development, Web administration, and multimedia interface design. I was involved in project management, design and production of Web sites, cd interactives, catalogs, brochures, logos, and illustrations.
- 03.1994 - 09.1996 **Lasercom** Glenview, IL
At Lasercom, I worked on design for corporate identities, catalogs, and brochures for companies such as CDW, The Donlen Corporation, IBM, Kraft, Kiplingers, and Stella Foods. Projects involved layout, editing, color proofing, scanning, illustration, photo manipulation, and final prepress output for salesmen and clients on the Macintosh and PC.
- 10.1991 - 02.1994 **Anixter Inc.** Skokie, IL
Working in the Advertising department, I was heavily involved in the development of the company's first direct marketing catalog while at Anixter. My position encompassed database maintenance in FileMaker Pro, developing designs, layouts, technical illustrations, proofreading, editing, photo shoots, film/color proofing, and press checks. I also designed, created, and imaged electronic presentation for American, Canadian, and European sales staff and executives.

technical experience

Acrobat, After Effects, Contribute, CSS, Director, Dreamweaver, FileMaker Pro, Final Cut Pro, Fireworks, Flash, HTML, Illustrator, InDesign, Javascript, Photoshop, QuarkXpress, SolidWorks CAD

education

Pennsylvania State University Bachelor of Arts in Graphic Design
Taylor University Liberal Arts