

RUSS CARR

5416 THOLOZAN AVENUE
ST. LOUIS, MO 63109
314.832.7253
RUSS.CARR@SBCGLOBAL.NET

EXPERIENCE

Owner/Designer • iM Design, St. Louis, MO

August 1999 - Present

Freelance designer, writer and consultant for various local and national accounts. Projects include catalog design and production, corporate branding, direct mail pieces, web development, feature writing and corporate training. Clients include St. Louis University, Emerson Climate Technologies, Emerson Motor Technologies, Panera Bread, Spirit of St. Louis Marathon, St. Louis Community College, Junior League of St. Louis, SSM Healthcare, Sauce Magazine, Intrepid Media and Three Rivers Systems.

Prepress Manager • Sporting News, St. Louis, MO

May 2000 - May 2007

Directed a staff of three prepress specialists in production of all print media published by Sporting News, including weekly magazine; sports yearbooks, guides and registers; commemorative books; and other projects. Developed and streamlined PDF-based CTP workflow, then created an additional all-digital workflow to facilitate online distribution. Procured and maintained all Mac hardware and software for production and art department. Assisted with design, photo editing and layout of books, direct mail and other pieces as necessary to assist workflow. Managed personnel functions and scheduling.

Adjunct Prof. of Communications • Webster University, Webster Groves, MO

August 1997 - May 1999

Instructor for "Journalism Graphics," a core elective and the only graphic design course in the curriculum dedicated solely to layout and design for print journalism. Lesson plans followed a parallel study of basic editorial layout theory (such as photo and art selection, font usage, feature vs. news design, etc.) and beginning computer-aided graphic design (desktop publishing) using Photoshop and QuarkXPress.

Production Coordinator • Times Newspapers, Webster Groves, MO

November 1994 - August 1999

Lead designer for two weekly newspapers serving St. Louis, Mo., suburbs. Designed advertisements for a variety of clients, from supermarkets and auto retailers to real estate and not-for-profits. Directed a staff of two additional designers in similar work. Created additional editorial, advertorial and other publications under the newspapers' auspices, including community and school district directories, special event programs and other promotional materials. Co-wrote a weekly movie review column and other editorial copy as required. Procured and maintained all hardware and software for company network.

EXPERTISE

Proficient-to-expert in all of the following software packages:

Adobe Acrobat	Adobe Dreamweaver
Adobe Illustrator	Microsoft Office
Adobe InDesign	QuarkXPress
Adobe Photoshop	Extensis PitStop

EDUCATION

Valparaiso University • May 1991

Bachelor of Arts, Communication/Print Journalism