

ONNIE CLEM

469-323-4414
20204 High Dr.
Lago Vista, TX 78645
oclem3@me.com
www.onnieclem.com

Looking for graphic design capabilities on an as needed or contract basis?

Whether you have a single project, a complicated production schedule, or an employee out on vacation, I'll fulfill your needs for graphic design/production support.

I produce materials such as ads, logos, brochures, newsletters, technical data sheets, small and large catalogs, point of sale kits/signage, corporate communications, business forms, van graphics and trade show graphics, all incorporating my design and detailed layout experience with a goal of results oriented solutions.

My proficiency comes from years of working in corporate and marketing environments with positions as Art Director and Creative Director.

An additional service I offer is called CompanyDocs, setting your documents in motion by transforming them into a magazine style page turn/zoom presentation that is visually engaging to the user and easy to navigate. Go to CompanyDocs.info for more information.

Contact me at any time to discuss your graphic design and production needs.



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GOALS

- Develop client relationships by providing graphic production services on a contract or part-time basis
- Provide graphic design/production services to companies in need of a supplemental service to enhance the capabilities of their current department functions.

EXPERIENCE

1984-Present

Marketing Graphics, Lago Vista, TX - Owner

Business focus: Variety of clients engaged in BtoB marketing/retail/corporate communications

- Design and produce a full range of marketing materials such as catalogs, product brochures, ads, corporate communications pieces, newsletters, logos, trade show graphics, product technical data sheets
- Oversee all aspects of print process from pre-press to final delivery
- Produce online magazine style presentations of product catalogs, brochures and corporate programs
- Develop digital graphics for various web applications, photo editing and digital retouching
- Produce document to PDF conversions leveraging features of Acrobat application for a complete user experience

1974-1984

Zale Corporation, Dallas, Texas - Creative Services Manager/Art Director

Business focus: Retail sales in jewelry/drug/sporting goods/furniture outlets, corporate communications

- Developed multiple divisions' promotional sales campaigns, including in-store signing, displays, catalogs. Retailing outlets included fine jewelry stores, sporting goods stores, drug stores, and discount furniture stores
- Handled all corporate communications programs, including annual reports, newsletters, reports/business forms

1991-2014

Megger, Dallas, Texas - Creative Director/Graphics Supervisor

Business focus: Manufacturer of electrical testing instruments-highly technical environment/BtoB marketing

- Provide creative input to achieve marketing and corporate communications goals
- Develop and execute all aspects of design, copywriting and production of print projects, including newsletters, product catalogs, trade ads, product launch/marketing promotions, and employee communications materials
- Design/produce advertising themes for trade ads, point of purchase displays and catalogs
- Design/produce corporate communications and corporate identity programs
- Supervise all in-house and freelance creative/production staff
- Coordinate with printers to maintain high quality print reproduction of marketing materials, perform pre-press approvals, press approvals and overseeing delivery to appropriate location(s).
- Contract with various outside vendors.

EDUCATION

- 1969 graduate, Jesuit High School, Dallas, Texas
- 1974 graduate, Bachelor of Fine Arts Degree, Texas Tech University

SKILLS

Computer programs, high proficiency:

Adobe Suite

InDesign

Photoshop

Illustrator

Dreamweaver

Acrobat

Microsoft Office Suite