



**CHARLIE**LAYTON  
GRAPHIC DESIGN + ILLUSTRATION

#### EDUCATION

Kutztown University, Kutztown PA  
B.F.A. Communication Design, Dec. 2004  
G.P.A. in major 3.9  
Colchester Institute, Colchester, Essex England  
Semester abroad studying graphic design and illustration under Professor David Jury Spring 2003.

#### QUALIFICATIONS

Strong sense of design and exceptional illustration skills.  
Excellent utilization of typography.  
Proficient at animating with Flash.  
Extensive knowledge of the Macintosh System OS X, Adobe Illustrator CS5, Adobe Photoshop CS5, Adobe InDesign CS5. Experience with Adobe Flash, Adobe DreamWeaver CS5, QuarkXPress 6, Corel Bryce 5, Microsoft Word, Microsoft Power Point. Familiar with Painter Classic and LightWave.

#### RELATED EXPERIENCE

##### **Freelance Information-Graphic Artist 2008 – present**

*Philadelphia, PA*

Created visually engaging information graphics showcasing complex data for a variety of clients. Art focused on content hierarchy, legibility, aesthetically pleasing composition, while still under specific branding guidelines.

##### **Freelance Graphic Designer / Illustrator 2008 – present**

*Philadelphia, PA*

Created branding and marketing materials for a wide variety of clients. Designed websites with flash animation and video. Provided original illustration, infographics, and photography for multiple projects. Designed engaging web portals and email blasts. Illustrated and designed custom posters, advertisements, and invitations.

##### **Marketing Designer / Illustrator 2007 – 2008**

*PointRoll Inc., Conshohocken, PA*

Created a unique company identity. Designed and illustrated all company collateral for many different applications including web, print, animation, and clothing. Created custom sales presentations, and invitations for client events. Managed multiple tight deadline projects simultaneously. Learned new skills and software. Was recognized as going above and beyond the job description on multiple occasions.

##### **Freelance Graphic Designer / Illustrator 2005 – 2007**

*Agency51, Philadelphia, PA*

Worked as a designer creating sales pitches for major cable companies. Designed and built company web site with Flash. Created photo-realistic imagery with Photoshop for direct mail. Illustrated graphics for ad campaigns and web sites.

##### **Freelance Illustrator 2005 – present**

*Rodale, Emmaus, PA*

Created original art work for multiple issues of Runner's World and Bicycling magazine. Illustrations were of specific preliminary stretches, and had to be anatomically correct to convey proper instruction. Created other info graphics including maps, icons and food.

##### **Printing and Design Internship 2004**

*Pietravalle Lithographers, Irvine, CA*

Worked in prepress preparing digital files and making offset lithography plates. Redesigned company identity and designed layout for a 4-color plus metallic ink promotional brochure containing my own photography and illustrations.

##### **Caricature Artist 2003**

*Camp Field Day, Allentown, PA*

Managed a caricature booth for 10 year old children. Dealt with multiple caffeine induced preteens who all requested immediate attention. Educated them with useful concepts such as "wait in line" and "don't touch that."

#### HONORS

Dean's List 2002 – 2003

References and portfolio available upon request.

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#### CONTACT

1801 South 2nd Street #3  
Philadelphia, PA  
19148

**p** 484 832 5891  
**e** hello@charlielayton.com

**w** charlielayton.com