

Roger Goode

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Summary:

I am a highly experienced Graphic Designer with over 20 years in the field. I have been in magazine publishing as both a designer and art director; I've worked in marketing and advertising; and I have a great deal of experience in both team and project management. Over the years, as an employee in different organizations, and as a freelancer, I have developed and honed a broad range of skills.

At this point, I can pretty much do it all...deliver a complete design project of almost any scope from soup-to-nuts. That means everything from concept and project management; to design, illustration, and photo editing; right through final production to pre-press.

I am passionate about my work and I like to keep advancing my skills, both technically and creatively. I am a self-starter and I'm comfortable working independently, but I do my best work in collaboration with colleagues and clients.

Strengths:

- Team player; I work hard at developing positive, dynamic work relationships with members of publishing group.
- Excellent communications skills.
- Proven ability to distill and synthesize concepts from editorial material.
- Solid understanding of four-color production processes.
- Manage well under deadline pressures.
- Explore new technologies and methods to achieve greater efficiency and higher quality.
- Expertise with all major Macintosh desktop-publishing software, including QuarkXPress, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Also experienced with web development using HTML, CSS, WordPress, and Drupal.
- Solid understanding of web development issues. Experienced web page and web graphics designer.

Professional Experience:

Graphic Designer & Web Designer Self Employed

2004 – Present

Clients include: Dartmouth-Hitchcock Medical Center, NH Preservation Alliance, New Futures, NH Housing Authority, Restoring The Church, Gibson Pewter, Louis Karno & Co, Florida Gulf Coast University, NH Oral Health Coalition, and others.

Graphic Designer Dartmouth-Hitchcock Medical Center

2001 – 2004

Sole graphic designer for large medical center. Responsible for all aspects of graphic design and production for multiple publications and various other design projects.

Graphic Designer & Illustrator Self Employed

2000 – 2001

Clients include: Dartmouth-Hitchcock Medical Center, Yankee Publishing, Advanstar Publishing, Church & Main Advertising, Littleton Hospital, L. Karno & Co. Communications, and others.

Graphic Artist Church & Main Advertising

1998 – 2000

Involvement in all aspects of design, production and technology with small, successful advertising firm in Keene, NH. Responsibilities also included web design and programming.

Graphic Designer & Illustrator Self Employed

1995 – 1998

Various design and illustration projects, including some web page design and beta-testing for QuarkImmedia, a new multimedia authoring tool. Clients include: Yankee Publishing, Helmers Publishing, Church & Main Advertising, and others.

Design Director BYTE magazine, McGraw-Hill Publishing

1993 – 1995

Planned and implemented the merging of separate art and production departments into a single team. Restructured department, re-described all positions, and guided the 8-person department through to increased morale and job satisfaction. Revamped the overall workflow process to make the most efficient use of desktop-publishing technology.

Oversaw design of entire magazine. Developed original design for special products and new departments. Working closely with the editorial management team, I provided concepts for all covers; then designed and implemented covers, cover stories, and special projects. On three occasions during my tenure as Design Director, newsstand sales reached numbers never before seen in BYTE's 20-year history.

Managed design and production budget for 110 editorial pages monthly. Implemented new cost-cutting measures, saving more than 25% in the art and photo budget alone.

Graphics Manager BYTE magazine, McGraw-Hill Publishing

1992 – 1993

Managed BYTE's transition from traditional to desktop publishing. Created Quark templates for the entire magazine, and developed written instructional materials for their use. Provided training for the design and production staff in desktop publishing with Quark XPress. Helped develop and new sections and create templates. Responsible for keeping all the template and collateral material current.

Developed new standards for creation and presentation of infographics. Created most or all of the internal graphics (charts, graphs, infographs, etc.) for the magazine.

Freelance Graphic Designer & Illustrator Self Employed

1990 – 1992

Provided graphic-design services for various projects, including PCGames magazine. Did consulting and training in desktop publishing for several publications. Clients included IDG Communications; BYTE magazine; Yankee Publishing; Dartmouth Alumni magazine; Campus Crossroads, Inc.

Art Director inCider/A+ and PCGames magazines, IDG Communications

1989 – 1990

Converted inCider/A+ and PCGames from traditional (paste-up and mechanicals) publishing methods to Macintosh-based desktop publishing with QuarkXPress. Created templates, trained and managed a two-person design staff, and established workflow process for desktop production. Oversaw all design, photography and illustration for both magazines, and managed design budget.

Assistant Art Director AmigaWorld magazine, IDG Communications

1988 – 1989

Responsibilities included design for features and departments, creating graphics on Amiga and troubleshooting system. Also worked with photographers and illustrators, and developed concepts for art.

Designer AmigaWorld magazine, IDG Communications
1985 – 1988

Hired to create digital artwork for the magazine, I added the responsibilities of page layout, design, and assigning illustration and photography. Contributed conceptual input for covers and article illustration; created original artwork for three covers. Provided technical support for the design department.

Artist Self Employed
1979 – 1985

Held various jobs while pursuing the goal of becoming a fine artist. Positions included construction worker, paraprofessional interpreter/tutor for deaf students, and residence aid at the Helen Keller Center.

Education

Art Students League of New York
1977 – 1979

- Oil painting
- Awarded Merit Scholarship for 1978 – 79 school term
- Awarded Art Students League Purchase Prize

Stevenson Academy of Traditional Painting
1974 – 1977

- Anatomy, life-drawing, and oil painting

Other

1995 - Eleventh Annual Computer Press Awards: Newsletter - Runner-up, DV Full Motion
(original design and layout for newsletter and logo)

1994 - Magazine & Bookseller Awards: Bronze Medal, BYTE
(designed cover and created artwork)

1992 - Magazine & Bookseller Awards: Gold Medal, AmigaWorld Special Issue
(contributed concept)

1992 - Magazine & Bookseller Awards: Honorable Mention, BYTE
(designed cover and created artwork)

References available on request