



# Haven Falk Graphic Design

## Skills

Photoshop  
InDesign  
Illustrator  
HTML  
CSS  
Dreamweaver  
iMovie  
Acrobat  
Microsoft Office Suite

## Volunteer Work

On-air disc jockey WMSE 91.7 fm  
2001 – 2008, current

## Work Experience

### DESIGN HOUSE / CREATIVE LEAD / 2016 – CURRENT

Designed marketing and sales collateral including catalogs, brochures, digital assets, and display signage. Defined and designed brand style guide. Directed and edited product videos. Lead product photography shoots and administered art direction for computer generated lifestyle scenes. Generated internal newsletters and email marketing campaigns. Designed packaging using die lines. Lead creative team and provided mentorship to junior designer.

### MOM BREAK / 2014 – 2015

### COUPONS.COM / GRAPHIC DESIGNER / 2013 – 2014

Designed assets for online promotions, landing pages, web banners, and email campaigns. Owned the creative process from conception to production. Adhered to existing brand guidelines and designed within brand identity.

### PANOPTIC ARTIFEX / GRAPHIC DESIGNER / 2013

Worked in collaboration with the Art Director to generate concepts and designs for websites, brochures, and packaging.

### MINTED.COM / CONTRACT MARKETING & PR GRAPHIC DESIGNER / 2012

Worked with marketing team to produce press kits, samples, product images, press briefings, and gift packages. Responded to magazine and blogger graphic requests on a daily basis.

### FREELANCE / GRAPHIC DESIGNER / 2008 TO CURRENT

Provided identity, print, and web design for a variety of clients.

Select work:

McCoy's Greenhouse – Website design for gardening company  
The Little Scholars - Website and print brochure for tutoring center  
Little Wok – Print menu and signage design for restaurant

### A52 SIGNS & GRAPHICS / GRAPHIC DESIGNER / 2011 – 2012

Designed company logo and website. Created and executed concepts for signage, advertisements, identity systems and brochures for a variety of clients.

### CITY COLLEGE OF SAN FRANCISCO / GRAPHIC DESIGN TEACHER ASSISTANT AND PEER MENTOR / 2009 – 2011

Assisted in delivery of digital media classes, including leading demonstrations and providing one-on-one assistance. Provided leadership and developed teaching materials.

## Education

CITY COLLEGE OF SAN FRANCISCO 2012  
Certifications in Graphic and Web Design,  
Dreamweaver, and Flash Design & Development

MILWAUKEE AREA TECHNICAL COLLEGE 2008  
Graphic Design Program

UNIVERSITY OF WISCONSIN-MILWAUKEE 2000  
Bachelor of Fine Arts

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