

Creative Direction:

Art270: April 2008 — present. *Senior Interactive Director*, managing interactive projects for a variety of clients that included the design, construction, and deployment of CMS-driven, standards-compliant websites, email campaigns, Powerpoints, SEO campaigns, and online marketing consultations. Specialized in Joomla and Wordpress open-source content management system development and fluent in CSS, HTML, and design technology. Directed and deployed the redesign of websites for Jenkintown Community Alliance, Art270, Philadelphia Futures, Doylestown Presbyterian Church, Barra Foundation, Astral Artists, Episcopal Community Services, and others. 741 Yorkway Place, Jenkintown, PA, www.art270.com.

Coffee Cup Media: Ongoing personal side project. *Principal*. Design and develop online media campaigns for small restaurants. Produce RoadsideOnline.com, a news portal covering preservation and travel along America's back roads and Main Streets.

Thomas J. Paul: January 2007 — January 2008. *Freelance Art Director* for a variety of promotional and informational projects from clients such as Masterfoods (Snickers, M&Ms) and Johnson & Johnson. Designed and coded web site projects for J&J products and programs; InformationEDGE and the LifeScan rebate program. 1061 Rydal Road, Rydal, PA.

State & Main Associates: May 2005 — January 2007. *Co-owner, Creative Director and Information Technology Officer* for a restaurant consulting firm, responsible for menu design, logo design, business planning reports, web site design, and marketing programs for small and large restaurant clients. Installed and administered a network of Macintosh and PC systems along with a Microsoft Small Business Server.

Princeton Financial Systems: August, 2004 — May 2005. *Freelance art director*. PFS builds financial management software for Fortune 500 companies. Responsible for the design and production of in-house print collateral and corporate communications. Projects include production of program materials for annual client conference (PFACC); product brochures; in-house communications; and other collateral.

Roadside Magazine: 1990 - 2007. *Founder, publisher, art director*. Publications exploring the back roads and Main Streets of America. Responsible for freelance coordination, production, distribution, information technology, and advertising sales for a magazine with a circulation of 20,000. Roadside and other publications were featured in *Yankee Magazine*, the *Boston Globe*, the *New York Times*, *USA Today*, the *Wall Street Journal*, and on National Public Radio, Food Network, History Channel, and others. Other responsibilities included public speaking, media appearances, and strategic planning. Published from October, 1990 until February 2001. Website URL: <http://www.roadsideonline.com/>

Kullman Industries: 1998 - 2003, Website design & construction outlining company's capabilities. Also produced several brochures, including full color, eight-page sales brochure for new diner products; corporate capabilities flyer; special events publications and logo designs; and various industry print ads. Company address: 1 Kullman Corporate Campus, Lebanon, NJ. Tel.: 908-236-0220.

CyberArtisans: 1998-1999, *Contract designer* for web site construction. Company address: 53 Charlotte Road, Newton, MA 02159. Tel.: 617-965-4110, www.cyberartisans.com.

Touchpoint Software: 1997 - 1998. *Freelance art direction, copy creation, and production supervision* of CD-ROM packaging for start-up company's software demonstration. Four-color piece with CD-ROM label is part of an on-going design project to market product for start-up company. Designed and constructed original company web site. Company purchased by Sage Software.

Darby O'Brien Advertising: 1994-1997, *Freelance art and photo direction*, Westfield Gas & Electric Annual Report; Heckler Brau beer collateral and P.O.P. projects, Great Barrington Savings Bank print campaign; various other projects. Installed and maintained network of 10 Macintosh computers. 9 College St., South Hadley, MA 01075. Tel.: 413-533-7045.

Editorial:

Diners of New England,

Stackpole Books, Mechanicsburg, Pennsylvania. Author of a travel guide to New England's historic diners. Published 2003.

Encyclopedia of American Food and Drink in America, Oxford

University Press, 2004. Entries for "Road Food" and "Diner."

Worcester Magazine, Worcester, MA, Tel: 508-799-8004. May - December, 2002. Wrote biweekly column focusing on living in Worcester. Based on self-published website,

The Worcester Wormtonian, an editorialized guide to Worcester, published online from 1997 to 2000.

Hometown Diners, by Robert O. Williams, published 1998, by Abrams, New York. Composed book's foreword.

Software Proficiency

Joomla CMS
Wordpress CMS
InDesign CS 4
Dreamweaver CS4
Illustrator CS4
Photoshop CS4
Flash CS4
Freehand MX
Quark Xpress 6.5
GoLive CS2
Fireworks CS3
HTML, CSS
MS Office suite
Filemaker 9
Powerpoint
Mac OS X 10.6
Windows 7

Education

The New England School of Art & Design, (Now part of Suffolk University) Boston, MA; 1984-1986. Graphic Design major. GPA: 3.2.
The University of Massachusetts at Amherst, 1979-1983. Liberal Arts major, humanities intensive.

References & Samples

You may view current sample of my work at www.randygarbin.com.
References available upon request



Randy Garbin

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References

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