

ETHAN ANDYSHAK

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SUMMARY

Communications and Digital Media Professional focusing on design, production, user interface and content development. Proven success with start-ups, small businesses and large institutions. Reputation for elegantly expressing ideas through images and words, developing efficient systems, improving client experience, and creating beautiful and practical brand identities.

- Raster & Vector Graphics
- Copy Editing
- Attractive & Effective Layout
- Typography & Aesthetic Design
- Content Development
- Web Standards Compliance

PROFESSIONAL EXPERIENCE

CLAREMONT MCKENNA COLLEGE – *Claremont, CA*
Director of Residential Life

2006 – 2009

Hired, trained, and supervised 17 members of exclusive Resident Assistant staff. Coordinated emergency response and drills. Initiated policy change and assisted deans with campus-wide projects. Placed 300 incoming undergraduate students in campus housing and managed housing of 1100 undergraduate students. Updated departmental website.

- Ported operations and documents to digital format, eliminating over 3,000 printed sheets annually
- Organized Resident Assistant hiring process and rewrote application
- Incorporated Resident Assistant feedback to improve training process

Graphic & Web Designer, Freelance
Design Portfolio: <http://www.keyofx.com>

2006 – present

Build solid relationships with clients to understand goals and artistic preferences, develop consistent and attractive brand guidelines. Create strong custom raster and vector graphics. Design practical, engaging web layout and user interface. Hand-code modern, standards-compliant XHTML, CSS and scripting. Maintain constant and clear contact with client to confirm project trajectory and adjust to updates in client preferences and deadlines.

OUT & ABOUT TOURS – *Los Angeles, CA*

2009

- Redesigned brand and built website from ground up
- Researched third-party resources; established and managed accounts on behalf of owner

GRATIO CAPITAL – *Austin, TX*

2009

- Created brand style guidelines, eliminating site's inconsistencies
- Updated XHTML, CSS and jQuery, reflecting new comprehensive brand identity and polishing web presence
- Completed all tasks in timely manner, meeting challenging deadlines

COFFEEPLUSMUSIC.COM – *Los Angeles, CA*

2008

- Reviewed paintings and sketches to create brand identity based on artist's techniques
- Developed web layout, graphics, Flash animations to provide playful and professional artist portfolio

- CIRCLE X THEATRE CO.** – *Los Angeles, CA* 2007
- Designed questionnaire to understand existing brand guidelines and capture stylistic goals for redesign
 - Worked closely with owner and in-house designer, preserving and expanding existing brand identity
 - Created brand style guide and wrote tutorials for Circle X staff to maintain and update the site

SIGNS OF LIFE GALLERY – *Lawrence, KS* 2005
Gallery Director Intern, Graphic & Web Designer

Represented the Director in his absence: sold art, engaged potential buyers in discussions of technique and value. Developed and maintained website. Designed and produced direct mail pieces, print advertisements and in-house design materials.

- Met and interviewed artists regarding biography and technique, increasing knowledge base in order to better inform gallery visitors
- Produced stock photography from the artwork and building to create original advertising material capturing the gallery's unique look and feel

LAWRENCE JOURNAL-WORLD NEWSPAPER – *Lawrence, KS* 2004
In-House Account Executive

Managed the in-house and political advertising accounts. Advised clients with regard to design and practical concerns of their advertisements. Copy-edited all display advertisements. Served as liaison between Creative and Sales departments.

- Cultivated relationships with members in both Creative and Sales departments, creating positive bridge of communication between groups
- Digitized internal document, saving reams of paper every month

ROSE INSTITUTE OF STATE AND LOCAL GOVERNMENT – *Claremont, CA* 2002 – 2006
Media Manager, Graphic & Web Designer

Developed all print publication graphics. Built and updated website. Planned, implemented long-term online goals. Worked with team to coordinate and execute large conferences.

- Designed, created digital interface for Kosmont-Rose Institute Cost of Doing Business Survey
- Mentored fellow research assistants in graphic and web design, expanding staff knowledge base and productivity

EDUCATION

BA, Literature (Honors), Claremont McKenna College – *Claremont, CA* 2006
11.00 on a 12.00 Scale – *Cum Laude*

TECHNICAL SKILLS

General

- Fluency in Mac & Windows environments, Microsoft Office suite, Adobe Creative Suite: Photoshop, Illustrator, InDesign, GoLive, Flash; Quark
- Wacom™ tablets

Web

- XHTML, CSS, JavaScript, jQuery, ASP, PHP, ActionScript

AWARDS

Collegiate

- CMC Web-Based Entrepreneur Competition – recognition & funding
- Dean's List