

# work history

## experience

THE PRICE GROUP, LUBBOCK, TX 1/1988 – Present

### VICE PRESIDENT / EXECUTIVE ART DIRECTOR

VP / EXECUTIVE AD / SHAREHOLDER (1995 – Present): Set long- and short-term goals for agency; led 2004 transition to a more strategic brand position; currently recommending and implementing new production processes; manage five-person Design department: budgeting, hiring, training, goal-setting and maintaining targeted production goals.

ART DIRECTOR (1994 – Present): Work with clients to establish target market, medium, budget planning and desired results; develop concept and copy; design, (illustrate) and produce corporate ID, collateral, print advertising, television, direct mail, Web, outdoor, fleet graphics, etc.; establish creative direction and design for all touchpoints of the agency brand, including interior design.

IT SYSTEMS MANAGEMENT (1992 – 1998): Maintained Mac portion (9 machines) of Windows/Macintosh network; developed upgrade paths for hardware and software agency-wide; hired and supervise IT Director.

INTERNET DIRECTOR (1995 – 1998): Managed three-person Internet Design department; designed/developed websites, including agency site; negotiated with ISP's for agency and client internet connectivity and hosting needs.

### SKILLS INCLUDE:

- Design and production on Macintosh (OS X) platform: Quark XPress, Adobe Illustrator CS, Adobe Photoshop CS, Adobe Acrobat, Fetch FTP, MS Word, Adobe GoLive CS, MS PowerPoint
- Creative direction and copywriting
- Photography and photo retouching
- Web page design/development. See: <http://www.designsbymeister.com>
- Illustration and calligraphy utilizing digital and/or traditional media

A&A SIGN COMPANY, AMARILLO, TX 3/1987 – 12/1987

### BILLBOARD ARTIST/LETTERER

Designed, painted and installed billboards and murals. Became familiar with production and effective design requirements unique to outdoor medium.

## awards

### AWARDS:

AMERICAN ADVERTISING FEDERATION: 4 District Citation Awards

LUBBOCK ADVERTISING FEDERATION: 2 "Best of Show" – Print, 3 "People's Choice," 5 "Judges' Choice," 80+ Gold Awards, 90+ Silver Awards

PUBLISHED: Print's Regional Design Annual and Print's Best T-shirt Promotions 2

NEW MEXICO ECONOMIC DEVELOPMENT FORUM: 3 "Best of Class, Best of Show" Awards

NATIONAL COUNCIL OF ECONOMIC DEVELOPMENT: "Best of Class, Best of Show" Award

TEXAS HOSPITAL ASSOCIATION: Gold Award

## honors

### HONORS:

LEADERSHIP LUBBOCK: Class of 2005

PRICE GROUP: Employee of the Year (voted by peers) 1993

MEMBER: "Who's Who in Professionals"

## education

WEST TEXAS STATE UNIVERSITY, CANYON, TX 9/1983 – 12/1987

**DEGREE:** BFA, Magna Cum Laude; Major: Communication Graphics, Minor: Music Performance (Voice)

**HONORS:** President's Honor Roll, Dean's List, Alpha Chi Honor Fraternity, Member, "Who's Who in American Colleges and Universities."

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