

# Jamie Miller

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## PERSONAL PROFILE

For me, the only thing more fun than thinking about the creative organization of information is the actual organizing part. I am a graphic designer with a passion for order and grace. Inventive, crafty and resourceful, I am dedicated to finding a creative, strategic solution to every problem. I have a proven track record as an in-house designer who's known for giving 110% effort in everything she does, thinks nothing is impossible and is prepared to make you a believer.

## SKILLS

Design  
Art Direction  
Production Art  
Print Producer  
Project Management  
Photography  
InDesign  
Illustrator  
Photoshop  
Lightroom  
MediaView Pro  
Microsoft Office  
Google Docs  
WordPress

## TRAINING

Austin Community  
College  
Courses in  
Design and Visual  
Communications  
2009-2010

## EXPERIENCE

### DESIGN CHIEF

AUGUST 2005 - PRESENT

South by Southwest Conferences & Festivals (SXSW, Inc.) | [sxsw.com](http://sxsw.com) | Austin, TX

There is no other event in the world like SXSW. It is the epicenter of tomorrow's trends and has given me the opportunity to develop my creative thinking beyond anything I've done before. I solve problems with design, by instituting new process and by educating departments on the mysterious ways of the Art Department.

- ▶ Core member of the Marketing team. Strategize content and message with internal departments and international reps. Design marketing materials and special elements including detailed timelines. **NOTEWORTHY:** Recommended the revision of our print marketing strategy from conference-specific brochures to single unique pieces promoting all conferences with the message of convergence and pushing our Platinum registration. The change contributed to a 330% increase in Platinum registrations over three years.
- ▶ Art Director for *SXSWORLD*, the official magazine of SXSW, published five times a year, including two issues during the ten-day festival.
- ▶ Source designs and manage production of all SXSW merchandise. **NOTEWORTHY:** Since taking over this department four years ago, revenue has tripled.
- ▶ Expanded photography coverage of conferences (from 12 to over 120 photographers covering more than 60% of all events) by creating a crew of volunteer photographers. **NOTEWORTHY:** Devised the process for cataloging tens of thousands of photos with MediaView Pro software and recommended the hire of a Photo Archivist which effectively created a Photography department within the Art department.
- ▶ Developed identity for SXSW Eco, the first new SXSW conference in 18 years. Basic elements included logos and logo guidelines, color palette and website skin. Design and produce all marketing and conference materials as well, including program guide, banners, signage, credentials and merchandise.
- ▶ Created the Art Department's job request process, providing structure for the department and organizing the way jobs are assigned.
- ▶ Design and produce the Film Festival Pocket Guide.
- ▶ Manage all freelance designers.
- ▶ Organize creation and placement of all branded wayfinding signage in the Austin Convention Center during the conference.

### FREELANCE DESIGNER / PRESENTATION SPECIALIST

JULY 2005 - AUGUST 2007

Austin, TX

I decided to try my hand at freelancing and found it very fulfilling and enjoyed the flexible schedule. Though I quickly lucked into a fantastic full-time gig, I continued to freelance whenever I had extra time.

- ▶ Contracted with advertising agencies (such as GSD&M and Latinworks) as a freelance designer and as a Powerpoint presentation specialist.
- ▶ Projects included production on Southwestern Bell/AT&T merger, Budweiser/Bud Light, and new business presentations for Wal-Mart and Wrigley's.

### SENIOR PRODUCTION ARTIST

JANUARY 1999 - JULY 2005

Tocquigny Advertising & Marketing | Austin, TX

My six and a half years at Tocquigny was spent honing my skills as a production artist and learning the ins and outs of web best practices. I also continued to sharpen my attention to detail and became a mentor to junior members of the creative department.

- ▶ Developed creative compositions including ads, direct mail marketing, PoP, packaging and trade show graphics.
- ▶ Authored userflow documents, screen decks, wire frames, and wrote and produced style guides for web design projects.
- ▶ Using input from the creative department, as well as web developers and interactive producers, initiated, edited and optimized/animated files for web design projects.
- ▶ Acted as a bridge of information and communication between creative and web development departments.
- ▶ Created print-ready files, preflighted and released to vendors.
- ▶ Creatively solved file size issues for banner ad versioning.
- ▶ Wrote production schedules and maintained status documents to manage time and prioritize daily workload.
- ▶ Fashioned 2D and 3D mock-ups.
- ▶ Designed, authored and taught instructional materials for in-house processes and applications usage.
- ▶ Created presentations and templates, for both clients and agency new business pitches, utilizing custom graphics, animation and Flash.
- ▶ Keeper and teacher of all clients' brand standards and guidelines.

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## ADDITIONAL EXPERIENCE

### SYSTEMS AND LAN ADMINISTRATOR

AUGUST 1998 – JANUARY 1999

*Rice University, School of Engineering* | Houston, TX

Purchased, installed, maintained and acted as troubleshooter of all Macintosh hardware and software for the School of Engineering.

### SYSTEMS SUPPORT ANALYST

SEPTEMBER 1997 - AUGUST 1998

*Fogarty Klein Monroe* | Houston, TX

Purchased, installed, maintained and acted as troubleshooter of all Macintosh hardware and software for the ad agency's Creative Department. Secondary support for the rest of the agency's PCs.

### PRODUCTION / STUDIO ART MANAGER

JULY 1995 - SEPTEMBER 1997

*Fogarty Klein Monroe* | Houston, TX

Managed Macintosh production department of six in largest advertising agency in Houston. Responsible for dramatic reduction in errors by instituting a detailed system of pre-flighting all jobs. Co-producer of all new business presentations.

### ART DIRECTOR/PRODUCTION ARTIST

JUNE 1993 - JULY 1995

*Media Ink/Creneau Media Group* | Houston, TX

Responsible for advance planning, coordination and production of eight monthly publications working with

current Macintosh programs. Specific duties included composing of magazine layout planners, photo coordination and the majority of the design and production for editorial content.

### COLOR OUTPUT SPECIALIST

FEBRUARY 1992 – JUNE 1993

*Color Images/Ridgway's* | Houston, TX

Performed the printing of customer files for final presentation. This included film, negative, conventional and oversize printing in color, using advanced printer interface hardware and software. Frequently prepared original graphics and artwork upon request. Assigned the duty of all offset printed in-house forms, letterhead and promotional materials for all branches of the Ridgway's corporation.

### DESKTOP PUBLISHING COORDINATOR

JANUARY 1989 – FEBRUARY 1992

*Kinko's Graphics Corporation* | Houston, TX

Co-managed full- and self-service desktop publishing department of the nation's busiest branch. Supervised and produced print and graphics for customers in black and white and color. Served as house graphic design consultant for desktop publishing department and created all Village branch Kinko's promotional brochures.