

# Jeff Deutsch

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## Technical Skills

### Proficient in:

Adobe Photoshop  
Adobe ImageReady  
Adobe Illustrator  
Macromedia Freehand  
QuarkXPress  
Adobe Acrobat

### Also familiar with:

Macromedia Flash  
Macromedia Dreamweaver  
Microsoft Word  
Microsoft PowerPoint  
Microsoft Excel  
html

deep understanding of user-interface,  
designing for the web, pre-press  
and print-production.

References and portfolio available  
upon request

## WORK EXPERIENCE

**RAINCASTLE COMMUNICATIONS** — NEWTON, MA      AUGUST '99 – JULY '01

### Graphic Designer

Developed brand identities, corporate identities, web sites, advertisements, annual reports, collateral and corporate standards manuals for clients in high-tech, financial, retail, and other industries. Was responsible for all levels of design, from conceptualization through production. Also developed concepts presented by Art Directors. Attended press-checks and photo shoots. Received American Graphic Design Award for catalogue design, 2000.

**STRATEGIC INTERACTIVE GROUP** — BOSTON, MA      OCTOBER '98 – AUGUST '99

### Freelance Designer

Worked with Art Directors and Account Managers to develop web sites, sitelets, banner ads and supporting graphics for Fortune 100 companies. Responsible for development of concepts presented by Art Directors and graphics production. Involved in several projects from concept to delivery. Was Senior Designer on several projects. Clients included FedEx, Dell, Hewlett Packard, IBM and Bausch & Lomb.

**MAINSRING COMMUNICATIONS** — CAMBRIDGE, MA      OCTOBER '96 – OCTOBER '98

### Designer

Worked on small design team to create large-scale, content-heavy web site. Was heavily involved in all aspects of site creation, including conceptualization, site architecture, design, usability testing and production. Developed standards for data-graphics appearing in on-line articles. Created style guide and design specs for all aspects of web site. Designed company business cards and stationery.

**BAYLY TECHNOLOGIES** — CAMBRIDGE, MA      MARCH '97 – FEBRUARY '98

### Freelance Designer

Worked directly with technology consultant to create web sites for architecture and engineering firms. Transformed designs supplied by print designers into on-line, interactive format. Presented technological and user-interface issues to print designers, to influence outcome of overall design. Digitally enhanced and altered photographic images. Was responsible for production of all graphics.

**MARTUCCI STUDIO** — BOSTON, MA      MAY – AUGUST '95, JANUARY '96

### Graphic Design Intern

Created computer-rendered artwork for textbooks. Altered photographs and illustrations electronically. Designed icons for textbooks. Developed and refined page-layout for textbook publication. Aided in color choice for artwork.

## EDUCATION

B.A. in Philosophy, minor in Anthropology from Connecticut College, New London, CT  
Graduated Cum Laude, May 1996 with a 3.64 GPA.

Course work included typography, information design, web and interactive design, three dimensional design, book-binding and identity.

Have also completed additional coursework in Advanced Typography at MassArt and Intermediate Macromedia Flash at the Interactive Factory.