

## Overview:

**11+ years experience as a graphic / web designer, creative director and photographer with management experience.** Highly skilled in concept development, communication through visual image, design, visual branding, website management, planning and production.

## Skills:

- **Expertise in design and design theory** in print and web media while staying abreast of the current and growing trends in both formats.
- **Extensive knowledge of print production** including pre-press preparation, ink and paper stock selection, direct mail guidelines, mailing and postal regulations, printing and printing vendor selection.
- **Substantial experience designing front and back end concepts for small to large scale websites.** Knowledge of HTML, HTML5, CSS, WordPress and some PHP.
- **Management experience in supervising a full team of employees** including project coordinators, webmasters, graphic designers and print/copy shop supervisors.
- **Advanced skills in digital photography,** operation of digital single-lens reflex (SLR) cameras and photo color correction software, photo shoot scheduling, business management, direction and coordination.
- **Mastery of following software:** Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat Pro, Dreamweaver, and Flash), Adobe Lightroom, Microsoft Office, WordPress, web coding applications, video editing software and more.
- **Professional writing and editing experience for online and print media** including authoring proposals, developing presentations, authoring / editing web content and giving oral presentations / training sessions.



A variety of skills in applying visual branding to developed marketing campaigns utilizing the current software for design and print / web publishing.

## Experience:

### Owner—Aaron Riddle Photography, LLC

June 2009—Present • 964 Valley View Drive, Winchester, VA 22603 • [www.ACRiddle.com](http://www.ACRiddle.com)

Serve as a contracted photographer for a variety of businesses, organizations and individuals specializing in wedding photography, portrait photography, special event photography and other specialized photography requests.

### Print and Web Communication Manager—Lord Fairfax Community College

May 2005—Present • 173 Skirmisher Lane, Middletown, VA 22645 • [www.lfcc.edu](http://www.lfcc.edu)

Manager of the print and web team responsible for creating media to communicate the College's visions and goals. Supervises creative team including the webmaster, in-house print/copy shop and graphic designers. Reviews all publication and website designs for clarity and adherence to the College's visual identity standards. Designs major publications (annual reports, catalogs, direct mail) and website templates playing a major role in the various marketing plans of the College. Serves as official photographer for the College.



In-depth professional experience serving as a manager and designer for an educational institution, a professional wedding / portrait photographer, and an executive director for a web design and development company.

## **Executive Director / Co-Owner—The Riddle Brothers**

June 2006—Present • 140 Branchwood Court, Abingdon, MD 21009 • [www.TheRiddleBrothers.com](http://www.TheRiddleBrothers.com)

Co-own and operate a web design and development business offering the following services to businesses and organizations: custom, professional web site designs from e-commerce to social networks; complete front and back-end development and coding; content management systems (CMS); WordPress development; blog design; accessibility requirements; maintenance; analytics and more.

## **Graphic Designer—Erickson Retirement Communities**

July 2002—May 2005 • 817 Maiden Choice Lane, Ste 100, Baltimore, MD 21228 • [www.Erickson.com](http://www.Erickson.com)

Responsibilities included: design and production of a variety of direct mail and marketing publications (40+ page full color brochures, color/bw ads, direct mail, monthly full color newspaper and more). Collaboration with various printers on stock selection, file preparation and scheduling. Regular computer maintenance/troubleshooting/installation for 10+ Macintosh computers. Analysis of marketing results (Boston and Michigan regions) to determine success of designed publications and advertisements. Photo shoot scheduling and coordination with various photographers and campus employees to capture aspiring photos of active Erickson Community residents.

## **Education:**

### **Bachelor of Arts (Major in Graphic Design)**

University of Maryland, Baltimore County (UMBC) • August 1998—May 2002

Achieved Bachelor of Arts with a graphic design major while attending under presidential and fine art scholarships. Achieved the Dean's List multiple semesters graduating cum laude with a GPA of 3.73.



Graduated cum laude in May 2002 with a Bachelors of Arts degree from the University of Maryland, Baltimore County.

## **References:**

- **Linnie S. Carter, Ph.D., APR**  
Former Supervisor / President, Linnie Carter & Associates, LLC  
888-9-LINNIE, [linnie@linniecarter.com](mailto:linnie@linniecarter.com), P.O. Box 249, Middletown, VA 22645
- **Christopher Allerton**  
Former Supervisor / Director of Public Relations, Lord Fairfax Community College  
540-247-0531, [allertonc@yahoo.com](mailto:allertonc@yahoo.com), 103 Melissa Place, Charlottesville, VA 22901
- **Curtiss Grymala**  
Former Co-Worker / Web Content Manager, University of Mary Washington  
304-616-8870, [curt\\_grymala@yahoo.com](mailto:curt_grymala@yahoo.com), 1070 Dominion Road, Gerrardstown, WV 25420

## **Additional:**

**Committee Duties:** Served on College Leadership Council and as part of the emergency response team at Lord Fairfax Community College. Responsible for posting alerts through digital outlets and notifying the media regarding school closings and/or emergencies.

**Professional Cartoonist:** Illustrated a daily comic strip for all-ages entitled "AFORD" which appeared in dozens of daily, weekly and monthly newspapers and online at [www.afordturtle.com](http://www.afordturtle.com).



Creator, illustrator and author of the comic strip "AFORD" which appeared weekly on the Web and in papers across the country from 2000-07.