

# Aaron Riddle?

PHOTOGRAPHY • LOGO DESIGN • ILLUSTRATION

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[www.ACRiddle.com](http://www.ACRiddle.com)

## Overview:

**9+ years experience as a graphic / Web designer and photographer with art director and management experience.** Highly skilled in concept development, communication through visual image, visual branding, job production, coordination and pre-press preparation.

## Summary:

- **Employed by the historic Lord Fairfax Community College (LFCC)** in Middletown, VA as the print and Web communication manager (overseeing all print and Web site production) and official College photographer.
- **Co-own and operate an acclaimed Web design and development business** (Riddle Brothers Web Design and Development, LLC)
- **Highly skilled in the following software (on Macintosh and PC Platforms):** Adobe Creative Suite CS4 (InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, and Flash), Adobe Lightroom 2, Quark Xpress, Coda, Microsoft Office 2007, FTP clients, video editing software and more.

## Skills:

- **Extensive knowledge of design theory** in print and Web media while staying abreast of the current and growing trends in both formats.
- **Management experience in supervising full- and part-time employees** including project coordinators, a webmaster, graphic designers and print/copy shop supervisors.
- **Advanced knowledge of print production including:** pre-press preparation, ink and paper stock selection, direct mail rules and regulations, printing and mailing specifications.
- **Extensive experience designing front and back end concepts for small to large scale Web sites**, and working with Web developers to implement them correctly.
- **Skilled in digital photography**, operation of digital single-lens reflex (SLR) cameras and photo color correction software, photo shoot scheduling and coordination.
- **Advanced skills utilizing the following software:** Adobe Creative Suite CS4 (InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Dreamweaver, and Flash), Adobe Lightroom 2, Microsoft Office, FTP clients, video editing software and more.

## Experience:

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

May 2005—Present • 173 Skirmisher Lane, Middletown, VA 22645 • <http://www.lfcc.edu>

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



9+ years experience in graphic / Web design and photography creating successful and engaging works exhibiting the current and growing trends in design theory.



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



In-depth professional experience in serving as a manager and designer for an educational institution, a marketing department for a community developer and a co-owned Web design and development service.

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## **Graphic and Web Designer / Co-Owner—Riddle Brothers Web Design and Development, LLC**

June 2006—Present • P.O. Box 571, Middletown, VA 22645 • <http://www.TheRiddleBrothers.com>

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

## **Freelance Photographer, Logo Designer and Illustrator**

June 2000—Present • P.O. Box 571, Middletown, VA 22645 • <http://www.ACRiddle.com>

Serve as a contracted photographer, logo designer and illustrator for a variety of businesses, organizations and individuals specializing in wedding photography, portrait photography, graphic design and illustrative work.

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

July 2002—May 2005 • 817 Maiden Choice Lane, Ste 100, Baltimore, MD 21228 • <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-plus Macintosh computers. Analysis of marketing results (Boston and Michigan areas) 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:**

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

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

Achieved a Bachelors of Arts while attending under presidential and fine art scholarships. Achieved the Dean's List multiple semesters graduating cum laude with a GPA of 3.72.



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

## **References:**

- **Linnie Carter**, Former Vice President of College Advancement, Lord Fairfax Community College  
540-465-1484, [linnie@linniecarter.com](mailto:linnie@linniecarter.com), P.O. Box 249, Middletown, VA 22645
- **Christopher Allerton**, Former Director of Public Relations, Lord Fairfax Community College  
540-247-0531, [allertonc@yahoo.com](mailto:allertonc@yahoo.com), 103 Melissa Place, Charlottesville, VA 22901
- **Nicole Hospelhorn**, Ad Director, Erickson Retirement Communities  
410-402-2041, [nicole.hospelhorn@erickson.com](mailto:nicole.hospelhorn@erickson.com), 817 Maiden Choice Lane, Baltimore, MD 21228

## **Additional:**

**Committee Chair:** Served as committee chair for the College Advancement Policy Committee with Lord Fairfax Community College which reviewed advertising and marketing policies.

**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 <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.