

# RICHARD SHAGOURY

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## QUALIFICATIONS PROFILE

Talented and resourceful **Graphic Designer / Illustrator** with marketing savvy and visual expertise to deliver high-impact promotional materials. Experience in creating collateral, Web design, and multimedia presentations for diverse industries. Strong project management abilities and finely honed attention to detail, consistently achieving excellent end-results in deadline-driven environment. Collaborative team player with solid verbal and written communication skills. Additional experience in photography and traditional and digital illustration. Illustrator for youth-oriented book on personal finance, *Getting Loaded*; contributing Artist / Illustrator for *SU Daily Orange*.

## TECHNICAL PROFICIENCIES

**Operating Systems:** Mac, Windows XP

**Software:** Adobe Photoshop, Illustrator, InDesign, Acrobat Professional, PageMaker and Dreamweaver; HTML, Quark Xpress, Exclamation!, FileMaker Pro, Timberline Project Software, and MS Office Suite, various labeling, presentation, and Web-building software

## PROFESSIONAL EXPERIENCE

**PFERD, INC., LEOMINSTER, MA, 2003 – Present**

Marketing Coordinator / Graphic Designer

Manage design and production of marketing and promotional materials, guiding simultaneous projects from concept through completion. Develop resources to support sales representatives, vendors, and distributors. Oversee creation of catalogs, mailings, trade show materials, price lists, Web site, packaging, and labeling design, as well as product photography. Orchestrate launch and ongoing efforts of marketing programs and promotions, tracking and reporting results. Coordinate trade show equipment, assembly, and shipping. Train team members and interns in Adobe Photoshop, Microsoft Access, and labeling software. Organize and maintain product information and label database. Write and distribute company newsletter (print and Web versions). *Key Achievements:*

- ◆ Demonstrated solid communication skills, effectively drawing design elements from strategy sessions with key stakeholders and delivering visually dynamic results.
- ◆ Spearheaded concept, design, and production of new packaging for major retail program.
- ◆ Exhibited exceptional skill in efficient image processing / editing and copy proofreading.
- ◆ Streamlined operations by integrating a standardized submission process for special promotion requests and by reorganizing product image library.

**JOHN B. SULLIVAN, JR., CORP. OF NH, INC., BEDFORD, NH, 2001 – 2003**

Marketing Assistant / Graphic Designer

Successfully translated subject matter into effective design for newsletters, advertising, promotional materials and sales / marketing collateral. Directed job site photo sessions. Performed digital photo editing, restoration, and illustration. Communicated with printing companies, providing specific direction in production of large-run marketing materials. Coordinated advertising placement. Wrote and distributed press releases. Consulted on IT and networking issues. *Key Achievements:*

- ◆ Major contributor to company capturing the 2003 Associated Builders and Contractors “First Place” Award for Excellence in Construction (Under 100,000 Man-Hours).
- ◆ Redesigned entire company Web site, improving overall brand image, visual tone, and navigation ease; integrated secure access section for contractors and project managers.
- ◆ Engineered system for producing proposals, materials, and company profile based on specific market segmentation.

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## ADDITIONAL EXPERIENCE

ILLUSTRATOLOGY ILLUSTRATION AND DESIGN, LEOMINSTER, MA, 2000 – Present

Illustrator / Graphic Designer

Delivered graphic design projects for diverse client base with broad-based needs, including marketing collateral (brochures, postcards, posters), packaging design, Web site development, flash animation, multimedia presentations, and various forms of photography. Coordinated projects with outside vendors, printers, and mailing companies. Utilized illustration and desktop publishing processes. *Key Achievement:*

- ◆ Consistently achieved project budget and scheduling parameters, ensuring positive customer relations and repeat clientele.

ASSABET VALLEY CENTER FOR CONTINUING EDUCATION, MARLBOROUGH, MA, 2003 – 2007

Instructor / Adobe Photoshop

Instructed approximately 20 students per class on basic and intermediate use of Adobe Photoshop. Developed curriculum and prepared detailed lesson plans. Conceived and implemented various creative activities, projects, and demonstrations to advance students' skill level and increase learning retention. Addressed student questions and provided supportive learning environment. *Key Achievement:*

- ◆ Received consistently excellent feedback from students and faculty due to comprehensive knowledge of software and natural ability to effectively communicate expertise.

## EDUCATION/TRAINING

SYRACUSE UNIVERSITY – Syracuse, New York

**Bachelor of Fine Arts / Illustration** (2000)

*Dean's List, 1998-2000; Chancellor's Scholar*

*Internship at Arnold Advertising, Boston, MA, 1994 and 1995*

*Online portfolio at: [www.illustratology.com](http://www.illustratology.com)*