

DON MIDDLEBROOK

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SUMMARY

Creative Graphic Designer and Technical Illustrator with extensive experience in print media and web content management including design layout, image compositing and editing, technical illustrations, interactive presentations for web and CD distribution, and digital content management. Utilized an effective project management and strong organizational skills to take an employee training project from start to finish which involved design concepts, 3D and interactive designs resulting in an employee orientation CD which was distributed for worldwide use. Specific technical expertise includes:

- Adobe InDesign
- Adobe Photoshop
- AutoCAD
- MS PowerPoint
- Adobe Illustrator
- 3DS Max
- MediaBin
- MS Word
- Adobe Flash
- Solid Works
- MS Excel

PROFESSIONAL EXPERIENCE

AQUENT, Houston, TX

2009 – 2011

Digital Asset Manager/Contract for Continental Airlines

2009 – 2011

Maintained all digital assets within Digital Asset Management system. Requirements included uploading and meta tagging all digital files for the Marketing department. Other duties included supporting the Creative Services team by designing merchandising assets for homepage/landing page tiles and banners.

- Responsible for assigning appropriate metadata for assets to ensure accurate usage rights
- Manages the Digital Asset system and facilitate the uploading of assets
- Registers internal and external users to the Digital Asset Management system based on permissions
- Facilitates retrieval of previously cataloged images/shoots
- Archive assets as necessary
- Maintains accurate procedures and records for the system
- Interact & work closely with internal teams to ensure adoption
- Support critical and time sensitive image requests
- Purchase stock images
- Research new stock sites to expand our list of subscriptions
- Troubleshoot and help resolve issues with the Digital Asset Management system.
- Supporting the Creative Services team in:
 1. Searching the stock sites for fresh imagery
 2. Color Correcting images
 3. Resizing/Cropping images
 4. Image compositing and editing.

BAKER HUGHES, Houston, TX

2000 – 2009

Marketing Communications Specialist II/Web Content

2006 – 2009

Maintained all digital assets within Digital Asset Management system. Requirements included uploading and meta tagging all digital files for company wide use. Other duties included design work to promote the company's products involving trade show presentation creation, illustrations, web graphics, interactive presentations for web and CD distribution, and training.

- Managed the design and development of the Health, Safety and Environment web and CD presentation which was distributed worldwide for new employee orientation and significantly reduced training costs.

BAKER HUGHES (Continued)

- Set up training sessions for employees to navigate the digital media repository which made it easier to locate digital files for presentations, posters, flyers and other various graphic design jobs.
- Improved the internal website by working closely with the web group to create graphics and organize data to enhance the user experience by making the intranet easier to navigate.
- Updated and maintained technical drawing illustrations, exceeding turnaround requirements 100% of the time.

Marketing Communications Specialist

2003 – 2006

Maintained all digital assets within Digital Asset Management system. Requirements included uploading and meta tagging all digital files for company wide use. Other duties included design work to promote the company's products involving catalogs, brochures, flyers, cd labels, trade show graphics and creating illustrations of the company's assets. Other requirements were scanning, photo editing, updating the online catalogs and training.

- Set up training sessions for employees to navigate the digital media repository which made it easier to locate digital files for presentations, posters, flyers and other various graphic design jobs.
- Maintained the illustrations by updating standards and training new personnel on these processes resulting in a better understanding of the products and a decrease in time to create the illustrations.
- Tagged and maintained all digital files which expedited file location and retrieval.

Graphic Illustrator

2000 – 2003

Design work for the promotion of the company's products. Requirements included designing catalogs, brochures, flyers, cd labels, trade show graphics and creating illustrations of the company's assets. Other requirements were scanning, photo editing, updating the online catalogs, content management, and setting standards for the graphic designs and illustrations.

- Facilitated process improvements by updating the illustration standards and training for new employee orientation resulting in increasing employee organizational skills and decreasing time to create the illustrations.
- Developed standards with the design team to improve the look and feel of the catalogs with current layout and design trends resulting in increased work flow.
- Collaborated with customers to produce desired graphics which resulted in an overall file creation time reduction.

METRICOM, INC., Houston, TX**1998 – 2000****Cartographic Analyst**

1999 – 2000

Responsible for GIS data collection, entry, manipulation and storage. Oversee raster and vector map digitizing and digital editing for composition of pole top deployment maps and plotting. Day-to-day production of a variety of mapping projects, including Concept, Verify, Install, DSS and As-built maps using a combination of Utility, Municipality, Vector and Topographic maps. Interfacing with multiple departments, especially Field Ops to perform coverage analysis and resolve problems. Assume primary responsibility for GSA pole top network design.

- Developed pole top maps for the distribution of radios across the different regions to help maintain radio signal strength which increased and maintained radio signal strength.
- Maintained database of maps by scanning and organizing each map into its specific region resulting in ease of locating the maps and decreased search time.

Cartographic Web Analyst

1998

Maintained the pole top web content for the intranet. Processed test data from random wireless modem sites. Updating of network performance, wap and radio data, image editing, map scanning/registering and creation of workspaces for MapInfo web based program.

- Maintained pole top data by converting the image data for the engineers and analyst to use in the creation of pole top maps allowing for increased production of maps and locations of pole tops.

ABILENE REPORTER NEWS, Abilene, TX

1997 – 1998

Graphic Designer / Production Artist

Created the layout and design of newspaper advertising. Requirements included the creation of digital illustrations, graphics and film processing.

- Designed and laid out ads for the daily distribution of the newspaper resulting in increased revenue for the company.

EDUCATION

BFA, Advertising and Graphic Design, Sam Houston State University, Huntsville, TX