



CHARLIE LAYTON

GRAPHIC DESIGN + ILLUSTRATION

EDUCATION

Kutztown University, Kutztown PA
B.F.A. Communication Design, Dec. 2004
G.P.A. in major 3.9
Colchester Institute, Colchester, Essex England
Semester abroad studying graphic design and illustration under Professor David Jury Spring 2003.

QUALIFICATIONS

Strong sense of design and exceptional illustration skills.
Excellent utilization of typography.
Proficient at animating with Flash.
Extensive experience with the Macintosh System OS X, Adobe Illustrator CS4, Adobe Photoshop CS4, Adobe InDesign CS4, Adobe Flash 9, Adobe DreamWeaver CS4, QuarkXPress 6, Corel Bryce 5, Microsoft Word, Microsoft Power Point. Familiar with Painter Classic and LightWave.

RELATED EXPERIENCE

Freelance Graphic Designer / Illustrator 2008 – present

Plymouth Meeting, PA

Created branding and marketing materials for a wide variety of clients. Designed websites with flash animation and video. Provided original illustration, infographics, and photography for multiple projects. Designed engaging web portals and email blasts. Illustrated and designed custom posters, advertisements, and invitations.

Marketing Designer/Illustrator 2007 – 2008

PoinRoll Inc., Conshohocken, PA

Created a unique company identity. Designed and illustrated all company collateral for many different applications including web, print, animation, and clothing. Created custom sales presentations, and invitations for client events. Managed multiple tight deadline projects simultaneously. Learned new skills and software. Was recognized as going above and beyond the job description on multiple occasions.

Freelance Graphic Designer/Illustrator 2005 – 2007

Agency51, Philadelphia, PA

Worked as a designer creating sales pitches for major cable companies. Designed and built company web site with Flash. Created photo-realistic imagery with Photoshop for direct mail. Illustrated graphics for ad campaigns and web sites.

Freelance Illustrator 2005 – present

Rodale, Emmaus, PA

Created original art work for multiple issues of Runner's World and Bicycling magazine. Illustrations were of specific preliminary stretches, and had to be anatomically correct to convey proper instruction. Created other info graphics including maps, icons and food.

Printing and Design Internship 2004

Pietravalle Lithographers, Irvine, CA

Worked in prepress preparing digital files and making offset lithography plates. Redesigned company identity and designed layout for a 4-color plus metallic ink promotional brochure containing my own photography and illustrations.

Caricature Artist 2003

Camp Field Day, Allentown, PA

Managed a caricature booth for 10 year old children. Dealt with multiple caffeine induced preteens who all requested immediate attention. Educated them with useful concepts such as "wait in line" and "don't touch that."

HONORS

Dean's List 2002 – 2003

References and portfolio available upon request.

CONTACT

136 Ashley Way
Plymouth Meeting, PA
19462

p 484 832 5891
e hello@charlielayton.com

w charlielayton.com