

# ALLAN WOOLWINE

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## SUMMARY

ART DIRECTOR | GRAPHIC DESIGNER | DIGITAL RETOUCHER | STUDIO PRODUCTION ARTIST

- Driven Graphic Artist adept at managing heavy workloads while focusing on designing creative, professional and visually appealing graphics
- Portfolio: <http://www.awoolwine.com>
- Designing and producing newspaper ads, magazine ads, billboards, duratrans, wall graphics, internal signs, posters, banners, aerial banners, direct mail pieces, self mailers, web sites, web banners, facebook ads, instagram ads and email blasts
- Clients 2008-2016: Foxwoods, Dunkin Donuts, Fidelity, Bank of America, Tyco, Budweiser, John Hancock, Verizon, Rockport Shoe, Lowell Shoe, Sam Adams Beer, Fidelity Mutual Funds Cuddledown Catalog, Blauer Catalog, Timberland, Sturbridge Yankee Catalog, Clarks Shoe Catalog, Marshalls, TJX, Ann Taylor and Highliner Foods

## EDUCATION

**Massachusetts College of Art Boston, MA**  
Bachelor of Arts, Advertising Graphic Design

## TECHNICAL TOOLS

Adobe Creative Suite CC including Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Muse, Adobe Acrobat, Microsoft Office

## EXPERIENCE

**January 2008 to February 2016**

**FREELANCE PROJECTS, BOSTON, MA**  
**Senior Art Director, Graphic Designer, Retoucher/Pre-Press Specialist**  
Multiple clients:

- Completed an 11 month freelance assignment with Connelly Partners as a studio designer mainly for the Foxwoods account
- Designing logos, posters, brochures, web sites, ads, retouching
- Designing graphics for Ad Agencies on ads, web sites, digital imaging and retouching
- Collaborated with Design Studios on ads and collateral materials
- Working with Commercial Photographers doing retouching, Image manipulation, compositing, silo's, drop shadows, and pre-press work
- Implemented color corrections to match actual products, color corrections to change the colors of products for use on web roll overs and corrections to enhance saturation and contrast
- Created silo's for products, created black only drop shadows, and general photo clean ups
- Modify and balance skin tones on images of models
- Developed Pre-Flighted files for the various printing presses

**November 1992 to December 2008**

**HILL HOLLIDAY, BOSTON, MASSACHUSETTS**

**VP Director of Digital Design**

- Designed/created a new digital imaging department as a separate profit center. Staffed it. Trained designers. Worked in the department for 5 years as a digital imaging specialist. Set up the billing process. Consistently generated a large profit for Hill Holliday. This department worked closely with all the print production managers, and art directors, providing retouching and digital proofing for creative and client approvals, pre-flighted agency documents and released files to printers and magazines
- Hired and managed a team of graphic designers to work on all accounts
- Hired and managed a team of digital retouchers, created a new Digital Imaging department, worked in and managed it
- Implemented color work for all agency clients
- Worked as graphic designer on new business pitches and with creative directors as art director

**June 1990 to September 1992**

**GEARON HOFFMAN GORANSSON ADVERTISING, BOSTON, MASSACHUSETTS**

**Senior Art Director**

- Concept, Design and Art Direction on all Gearon Hoffman Accounts
- Supervised photo shoots with commercial photographers
- Active in client presentations

**September 1980 to June 1990**

**WOOLWINE ASSOCIATES INCORPORATED, BOSTON, MASSACHUSETTS**

**Senior Graphic Designer/Senior Art Director**

- Ran my own design firm on Newbury Street for 10 years
- Hired freelance copy writers, illustrators, photographers and production artists to work on all my accounts
- Concept, Design and Art Direction on all Accounts including Nec, Digital Equipment, Gillette, Poloroid, Cheeno's, Samuel Adams Brewery, Kryptonite Bike Lock, Jordan Marsh, Purity Supreme and D'Anglelos Sub Shops
- Worked on magazine ads, brochures, billboards, newspaper ads, posters, television commercials, logo design, annual reports and trade show design
- Supervised photo shoots with commercial photographers
- Active in all client presentations