



DOUG ARNOLD • GRAPHIC DESIGN

I offer clients a diverse background in visual design, production, website development and logo design. What sets me apart from the crowd is my attention to detail, a strong work ethic, and a focus on the needs of the client.

“Mobile first” is my philosophy for designing for the web since more people are accessing content on smart phones. I also employ the strategy of “Don't make me think” so that the user experience is as seamless as possible.

My career has included a 12+ year tenure at Hill, Holliday in Boston and contract visual design and website design/development. Brand identity is my specialty; I research the history of the organization and use the latest logo, collateral, and web presence as a starting point for refreshing the brand and crafting new guidelines.

Following is a listing of agency clients with whom I've worked:

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- Anheuser-Busch
 - Boston Globe
 - Boston Public Schools
 - Boston Scientific
 - Chili's
 - Covidien
 - Dunkin' Donuts
 - EMC
 - Fidelity Investments
 - Goodyear
 - John Hancock
 - Harvard Pilgrim Health Care
 - Liberty Mutual
 - Lojack
 - Massachusetts General Hospital
 - Massachusetts Rehab. Commission
 - Massachusetts State Lottery
 - Museum of Fine Arts, Boston
 - PricewaterhouseCoopers
 - Rockport
 - Thermo Electron
 - Tyco
 - Verizon

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SUMMARY

Dynamic and multi-talented visual designer with extensive experience in conceptualizing, designing and producing web pages and collateral materials. Possesses strong background in layout, design, typography, and brand identity. Collaborates with clients and colleagues to identify problems, define objectives, and implement marketing solutions.

CORE COMPETENCIES

- Typography
- WordPress
- Dreamweaver
- Page Layout
- InDesign
- Bridge
- Logo Design
- Photoshop
- Acrobat
- Web Design
- Illustrator
- HTML/CSS

KEY ACCOMPLISHMENTS

- Developed brand identities for enterprise clients with Creative Directors
- Collaborated with marketing teams developing logos, taglines, identities
- Independently developed themes and content for website clients

PROFESSIONAL EXPERIENCE

CONTRACT GRAPHIC/WEB DESIGN, Mansfield, MA | 10/2009 – Present

- MA Rehabilitation Commission Archdiocese of Boston
- Fidelity Investments Digitas/Goodyear
- Mental Health Association of RI Boston Public Schools

HILL, HOLLIDAY, Boston, MA | 2/1997 – 10/2009

Senior Mac Artist

- > Collaborated with Director of Community Relations to develop collateral for agency partners – including Massachusetts General Hospital and others
- > Managed digital asset management system and created client logo versions as needed
- > Mentored junior Mac artists with page layout and design, brand guidelines, and image enhancement instruction
- > Designed agency signage, internal forms and operated large format Design Jet Printers
- > Participated in new business presentations creating leave-behinds and large format mounted prints

EDUCATION

- NORTHEASTERN UNIVERSITY, University College, Boston, MA
Bachelor of Science: Graphic Design and Visual Communication
- NEW ENGLAND INSTITUTE OF ART, Brookline, MA
Website Development Certificate