

FRED PETH

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WORK EXPERIENCE

Custom Sign Consultants | Chicago, Illinois 2.2018–Present
Project Manager/Sales/Designer/Installer

- Maintained current client list, while responding to various bids and developed relationships with new clients.
- Conducted quality control checks during the fabrication process and for arrival of vendor products.
- Helped the company establish a 300% increase of total income to \$2M from the previous year.
- Advised clients on direction of material, design and execution of signage, while considering their budgets.
- Worked on national accounts, while simultaneously coordinated vendors to produce and install jobs.
- Completed installations, which helped the company use installers for larger jobs.
- Embraced the notary role and confirmed the authenticity of legal documents and waivers.

In The Loop Magazine | Chicago, Illinois 9.2016–Present

Staff Writer: Rock Critic/Interviewer/Photographer

- Captured the essence of live music through in-person show reviews.
- Helped bands develop into the Chicago market through concert reviews, interviews and photography.

Various Full-Time and Freelance Graphic Design Positions | Illinois and Arizona 03.2000–02.2018
Creative Director/Art Director/Production Artist

American Airlines | Chicago, Illinois 1.2017–02.2018

Customer Assistance Representative

- Assisted passengers with self-service check-in procedures.
- Informed passengers of new travel regulations.
- Effectively resolved travel conflicts and monitored flow of passengers.

Schawk | Chicago, Illinois 09.2011–08.2016

Freelance Production Coordinator/Production Artist

- Ensured adherence to quality standards among client deliverables.
- Balanced high-volume accounts with demanding deadlines without sacrificing quality.
- Maintained an organized and detail-oriented schedule in a team environment, designed to meet client's expectations.

Chicago Cubs | Chicago, Illinois 03.2007–09.2012

Event Operations Supervisor/Freelance Graphic Designer

- Demonstrated a high level of integrity, confidentiality and discretion with patrons and fellow co-workers.
- Designed the 2008 Community Report and various identification badges, while upholding the brand image throughout all designs.
- Key responsibilities included: team building and leadership; staff training and development; went above and beyond to delight patrons and employees.

MSR Advertising | **Art Director** | Chicago, Illinois 12.2006–12.2009

Giftco, Inc. | **Art Director** | Vernon Hills, Illinois 07.2001–03.2005

PROFICIENCIES

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Cutting Master 4
- Graphtec FC8000
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Quark XPress

EDUCATION

Arizona State University | Tempe, Arizona Alumnus '99

Bachelor of Science in Design | Major: Graphic Design • Minor: Business