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Scott Kirchhofer

2030 E. Broadway Rd. #1094, Tempe, AZ

PROFILE

- A graphic artist/designer with more than 10 years of experience in visual storytelling, graphic illustration and information design.
- Possess strong art director and project management skills; Able to work with and mentor a team as well as produce and finish multiple projects independently.
- Strong research, writing and editing skills; Proficient at simplifying complex information and providing creative visual solutions.
- Thorough understanding of composition, balance and color theory; Accomplished in 2D and 3D drawing and graphic illustration; Extremely detail oriented.
- Excellent communication skills with co-workers, clients and the public. Energetic and positive attitude, fun and optimistic personality. Highly organized and motivated.

PROFESSIONAL EXPERIENCE

ACHEN-GARDNER ENGINEERING (June 2009 - Present)

Chandler, Arizona – www.achen.com

Senior Graphic Designer/Marketing/APDM Administrative Assistant

- Support the Director of Special Projects with coordination, completion, and compilation of Statement of Qualifications (construction project proposals), interview and other print and web marketing/promotional materials.
- Manage the collection and standardization of construction project data, photos, document design, writing & editing, charts, graphs, tables, graphics, logos, etc. Also manage meeting and event coordination.
- Redesigned the website and strengthened the company's brand through new advertising and marketing techniques, utilizing online social networks (Facebook and Twitter) and other popular/relevant websites. Produce content for and manage the design of the website.

FREELANCE GRAPHIC DESIGNER (2004 - Present)

Tempe, Arizona – www.scottkirchhofer.com

- Developed and designed advertisements, illustrations and logos for Arrowhead Advertising, Kids Celebrate Magazine, Jeepers! Amusement Park, Dent Authority, Cherad Golf Sales Inc., The Episcopal Diocese of Arizona

EAST VALLEY TRIBUNE - Pulitzer Prize winning newspaper (August 1998 - January 2009)

Circulation: 100,000 - Mesa, Arizona - www.eastvalleytribune.com

Senior Graphic Artist

- Created informational graphics, maps and charts for a five-part series that won a 2009 Pulitzer Prize for local reporting.
- Collaborated with editors, reporters, photographers and designers to produce maps, charts and graphs, illustrations, informational graphics and visual storytelling packages using Adobe Illustrator, Photoshop and InDesign. Regularly designed and directed the layout of the front page and special sections.

- Analyzed stories to determine their visual potential, gathered additional information and developed a variety of graphic possibilities. Assessed the value and accuracy of wire service graphics and improved on their style and clarity.
- Designed and animated interactive graphics using Flash and ActionScript. Created user-friendly graphic interfaces, attractive web pages and a variety of promotional graphics to aid navigation and increase web traffic.
- Redesigned the newspaper's website, substantially improving design, functionality and the focus on "hyper-local" news while utilizing profitable advertising space.

Manager

- Supervised a team of artists in the Editorial Graphics Department, including mentoring, art direction, quality control, workflow and scheduling. Trained new artists and designers, enabling them to produce quality graphics and solve unique visual challenges.
- Art directed, created graphics and wrote text for the award-winning Arizona Cardinals' stadium informational graphic. Gained the newspaper prestige and international attention by winning its first Society for News Design award.
- Implemented a system to use print graphics on the website. Uploaded graphics using the content management system, ensuring images were coded properly to maximize search engine hits.
- Developed an annual budget and managed department finances. Saved the company thousands of dollars by utilizing online resources and negotiating with other information providers.

Blogger

- Created and maintained two blogs which gained the company's website an average of 20,000 page views per month. Wrote news, entertainment and pop culture stories, movie and video game reviews, took photographs and produced graphics. Regularly updated the site using WordPress.
- Started a promotion and branding campaign to increase name recognition, daily traffic and advertising revenue.

TECHNICAL SKILLS

- Mac and PC proficient
- Adobe CS4: Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Acrobat; Microsoft Office: Word, Excel, PowerPoint, Outlook; DTI (media publishing software); ArcGIS 9 (mapping/database software); QuarkXPress; Eastvalleytribune.com content management system; WordPress; iWeb; HTML; Google SketchUp; Google Earth Pro; Various 3D programs

EDUCATION

- BA Degree in Journalism and continued education at the School of Art & Design at the University of Illinois at Urbana-Champaign
- Additional training in Adobe Flash, ArcGIS 9 (mapping/database application) and various 3D applications.

AWARDS

- **2009 Pulitzer Prize for local reporting**
- **Arizona Press Club**
FIRST PLACE - Creative Use Of Online
SECOND PLACE - Informational Graphics
- **Associated Press Managing Editors**
FIRST PLACE - Informational Graphics
- **Society for News Design**
AWARD OF EXCELLENCE - Informational Graphics