



JAMES R CEDENO

GRAPHIC DESIGN
ILLUSTRATION
ADVERTISING/MARKETING

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PROFESSIONAL PROFILE

Award-winning Designer/Creative Manager with over 30 years of experience in advertising design, commercial print publishing, and multimedia. Skilled in customer relations, project management, creative concept development with a proven ability to deliver high-impact visual solutions for print and digital platforms.

EDUCATION

COMMUNITY COLLEGE OF ALLEGHENY COUNTY

Certificate in Multimedia
Web Programming - Pittsburgh, PA
May 2020

MOHAWK VALLEY COMMUNITY COLLEGE

Associates in Advertising Design
& Production - Utica, NY
June 1986

MUNSON-WILLIAMS-PROCTOR INSTITUTE

Studied Fine Art - Utica, NY
June 1983

SOFTWARE EXPERIENCE

- Adobe PhotoShop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat & Distiller
 - Adobe Premier
 - Adobe Audition
 - Adobe Animate
- Adobe Workfront
 - Quark XPress
- Multi-ad Creator
- Microsoft Word,
- Microsoft PowerPoint
- Microsoft Excel
- XpanceX, (ad tracking asset management system)
- JDA Software (retail space planning & supply chain retail solutions)

REFERENCES

Available upon request

PROFESSIONAL EXPERIENCE

TRAFFIC COORDINATOR/PRODUCTION ARTIST- OUTFORM GROUP, INC.

Contracting to Dick's Sporting Goods, Visual Merchandising Department:
July 2024 - November 2025

- Assessed creative and production service submissions, content asset collection and production art schedules.
- Designed and released installation instruction manuals for all in-store printed materials across Dick's Sporting Goods retail locations.
- Researched and organized apparel and sporting equipment images for export via Adobe Photoshop into JDA space planning software libraries.
- Maintained and updated image database used for retail store layout and planning across all Dick's Sporting Goods stores nationwide.

IMAGE ASSET COORDINATOR - DICKS SPORTING GOODS

Innmark Communications: September, 2020 - July 2024

- Researched and organized apparel and sporting equipment images for export via Adobe Photoshop into JDA space planning software libraries.
- Maintained and updated image database used for retail store layout and planning across all Dick's Sporting Goods stores nationwide.

GRAPHIC DESIGNER/PRODUCTION ARTIST

Hammond Press: July, 2018 - July, 2019

- Graphic Design & Print production for Advertisers in the Green Sheet publication which distributed 36,000 newspapers per week to over 800+ locations in Western PA.
- Advertising Design for The Green Sheet Newspaper Accounts
- Editorial Page Layout
- Marketing & Promotional Support Materials for Newspapers & Special Sections

MARKETING/ADVERTISING DESIGNER

Trib Total Media: February 2001 - November 2016

- Led creative direction for marketing materials across retail, national, cultural, and digital advertising departments.
- Developed promotional campaigns for partners including the National Aviary, Pittsburgh Pirates, Pittsburgh Penguins, Power, and Pittsburgh Riverhounds.
- Designed logos, rate cards, media kits, and custom maps for distribution, zoning, and ad specifications.
- Created award-winning ad campaigns and redesigned mastheads/front pages for 14 Gateway Newspapers.
- Directed design for the annual Cultural Guide (190K+ distribution) and Pittsburgh Wine Festival marketing assets.

Professional Experience continued --



MANAGEMENT TRAINING

GANNETT MANAGEMENT WORKSHOPS

Target Marketing: Identifying market demographics and product penetration

Picking People: Reviewing resumes, identifying technical & performance skills, writing and structuring interviews

Leave Me Alone: Program identifies the legal definitions of sexual harassment

Appraisals in Action:
Employee performance appraisals

Shape Up: Designated for managers and supervisors in handling work related problems fairly and legally

DESIGN AWARDS

2016 IAMA Tearsheet Competition

1st place: best color single ad,
2nd place: best color single ad

2016 PNA Display Advertising Tearsheet Contest

1st place: self promotion advertising

2015 IAMA Tearsheet Competition

1st Place: ROP ad series

2014 PNA Display Advertising Tearsheet Contest

1st place: best ad campaign or series

2014 PNA Display Advertising Tearsheet Contest

1st place: best single ad-color

2012 PNA Display Advertising Tearsheet Contest

1st place: best ad campaign or series

2002 ICAS Marketing Competition

1st place: industry magazine ad
1st place: industry web site
2nd place: event poster

1997 NAA Dandy Award Winner

Best single automotive ad by
an individual dealer

- NAA (Newspaper Association of America)
 - IAMA (Interstate Advertising Manager's Association)
- ICAS (International Council of Air Shows)
 - PNA (Pennsylvania Newsmedia Association Foundation)

PROFESSIONAL EXPERIENCE

COMMERCIAL PRINT PRODUCTION COORDINATOR

TR Printing & Publishing: May 1998 - February 2001

- Designed marketing materials including logos, media kits, and website interface for TR Printing.
- Transitioned commercial print accounts to digital output, improving production speed and quality.
- Managed ad coordination and delivery for a national client across 30-40 publications, increasing revenue and reducing errors.

LEAD GRAPHIC DESIGNER

Gannet Publishing, North Hills News Record: April 1992 - May 1998

- Directed creative strategy for advertising accounts and client campaigns.
- Managed design staff and hiring for Advertiser Services Department.
- Designed Coldwell Banker Real Estate News & Buyers Guide, featured in Advertising Age Magazine.
- Led Business Acquisition Team, generating over \$340K in new advertising revenue.

FREELANCE WORK

1997 - Present

US Airways:

- Designed multimedia interface elements and training materials for HR and Corporate Education.
- Design for cover art for CD-ROM jackets and various company manuals.

American Firebirds Air-shows:

- Created posters, flyers, t-shirts, photography, and website designs.

Western Pennsylvania Bleeding Disorders Foundation:

- Developed logos and marketing materials for chapter initiatives.

Metro Grill:

- Delivered branding package including logo, business cards, and apparel.

Camp Hot-to-Clot: Hemophilia Treatment Center Summer Camp:

- Promotional materials including: Logo, door hangers, postcards, parent handbooks, vinyl banner and T-shirt designs.