



JAMES R CEDENO

GRAPHIC DESIGN
ILLUSTRATION
ADVERTISING/MARKETING

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PROFESSIONAL PROFILE

Award-winning Designer and Creative Manager with over 30 years experience in advertising design, commercial print publishing, and multimedia. Strong customer relation, project management skills, and creative concept development and problem solving.

EDUCATION

COMMUNITY COLLEGE OF ALLEGHENY COUNTY

Certificate in Multimedia
Web Programming - Pittsburgh, PA
January 2018- May 2020

MOHAWK VALLEY COMMUNITY COLLEGE

Associates in Advertising Design
& Production - Utica, NY
August 1983 to June 1986

MUNSON-WILLIAMS-PROCTOR INSTITUTE

Studied Fine Art - Utica, NY
August 1982 to June 1983

SOFTWARE EXPERIENCE

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

REFERENCES

Available upon request

PROFESSIONAL EXPERIENCE

IMAGE ASSET COORDINATOR - DICKS SPORTING GOODS

Innomark Communications: September, 2020 - Present

Research and organization of apparel and sporting equipment images to be prepared in Adobe Photoshop for export into JDA space planning software. Image database library is used for layout and planning of all Dick's Sporting Goods retail locations throughout the United States.

GRAPHIC DESIGNER/PRODUCTION ARTIST

Hammond Press: July, 2018 - July, 2019

Graphic Design & Print production for Advertisers in the Green Sheet publication which is distributes 36,000 newspapers per week to over 800+ locations in Western Pennsylvania.

- 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 to November 2016

- Provided creative direction and production of corporate marketing materials for retail, classified, major, national, cultural, direct-mail, and digital advertising sales departments.
- Developed promotions for marketing partners: The National Aviary, Pittsburgh Pirates, Pittsburgh Penguins, Pittsburgh Power, and Riverhounds.
- Designed corporate logos for various Trib Total Media properties, rate cards, media kits, and custom maps for product information, distribution, zoning, ad rates, deadlines, and technical specifications.
- Created EMail blasts for Tribune-Review circulation department.
- Developed marketing ads promoting featured writers, contests, and promotions.
- Produced award-winning ad campaigns for Western Pennsylvania Humane Society and the National Aviary.
- Masthead and front page redesign for 14 weekly Gateway Newspapers.
- Production & design for the Pittsburgh Tribune-Review's annual Cultural Guide, with a distribution of over 190,000, to promote Pittsburgh's cultural community.
- Provided art direction, coordination, and print production for the 2003 & 2004 Pittsburgh Wine Festival's wine tasting book, event passes, signs, festival website updates, and other marketing support materials.

COMMERCIAL PRINT PRODUCTION COORDINATOR

TR Printing & Publishing: May 1998 to February 2001

- Created marketing material for TR Printing and Publishing: logo design, media kit, and website interface.
- Conversion of a major commercial print accounts from traditional layout to digital electronic output of publications which resulted in improved production times and publication quality.



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 (CONTINUED)

COMMERCIAL PRINT PRODUCTION COORDINATOR

TR Printing & Publishing: May 1998 to February 2001

- Gained additional advertising revenue when a national commercial print customer requested that I design all of his regional retail ads. I managed a web-based ad delivery system to coordinate and distribute ads to the 30-40 publications in his market. These changes streamlined the ad coordination process for the client and his media buyer, saving time and eliminating production errors.

LEAD GRAPHIC DESIGNER

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

- Lead creative direction for all new and prospective advertising accounts, marketing and client campaign promotions.
- Managed the graphic design staff and their development of speculative advertisements and promotional materials.
- Interviewed candidates for position openings in Advertiser Services Dept.
- Made recommendations for hardware and software selections and upgrades.
- Designed the cover and internal sections for the Coldwell Banker Real Estate News and Buyers Guide. This monthly publication became the News Record's largest account and the design was featured in Advertising Age Magazine.
- Provided leadership and creative direction for a Business Acquisition Team. Developed creative campaigns and speculative ads for the special program that generated over \$340,000 in additional advertising revenue.

FREELANCE WORK

1997 to Present

US Airways:

- Provided custom design services to US Airways' Human Resources, Corporate Education and Performance Department.
- Designed graphic interface elements, Flash animation introduction, and other custom graphics for multimedia projects on employee evaluations and cultural awareness.
- Led the development team in a brainstorm to determine the creative direction for a multimedia course.
- Provided design, layout, and print setup for cover art for CD-ROM jackets and various company manuals.
- Designed several graphical interface elements for US Airways' Human Resources Department's Intranet website.

American Firebirds Air-shows:

- Poster, Flyer, t-shirts, photography, and website interface design.

Western Pennsylvania Chapter of the National Hemophilia Foundation:

- Website interface design for prior WPCNHF website.

Metro Grill:

- Logo and business card design for local restaurant & catering company.