

## CAPABILITIES

### Expertise

Brand and Marketing Design for all Media  
Logos and Corporate Graphics  
Special Event Invitations  
Promotional Theme Graphics  
Collateral, Catalogs and Sales Kits (print and digital)  
Graphics Standards Guides  
Outdoor Advertising, including Billboards and Vehicle Wraps  
Trade Show Display Graphics  
Websites, Email Templates  
Photography & Video (studio and location), including Food, Facilities, People and Products  
Digital Image Compositing, Retouching and Enhancement  
Original Art and Legacy Photo Digitizing and Preservation  
Production Workflow  
Digital Asset Management/Archiving

### Tools

Adobe CC: Photoshop, Lightroom, InDesign, Illustrator, Premiere, Acrobat and mobile apps  
Affinity: Photo, Designer, Publisher  
FontAgent Sync  
WordPress, Without Code, HTML, CSS  
MailChimp, Constant Contact, MailerLite, MJML  
Google Workspace, Blinkbid, Harvest, Workfront, HoneyBook  
Microsoft Office 365 for Business: OneDrive, Word, Excel, PowerPoint, Outlook  
Fluency in both Mac and PC platforms for design, imaging and workflow management  
Nikon digital camera systems for still and motion capture  
Assortment of strobe and continuous lighting for studio and location projects  
ON1, Exposure Software, DxO Suite

## HISTORY

### Jeff Farrell/Outpost Creative, Inc. | Milwaukie, Oregon

*Owner, Designer, Art Director, Photographer – February 2002 to Present*

Established independent firm to provide **Clear, Effective, Proven Marketing Design and Images** to businesses of all sizes. Objective has always been to provide a more streamlined alternative to larger multi-layered ad agencies.

My trusted collaborators and I understand that originality, thorough communication and speed are the essential ingredients of any successful marketing project.

Our niche is providing business owners, marketing directors, managers and in-house creative teams with an experienced, widely capable, cost-efficient resource for creative production. Most of my work has come through referrals and long-term client relationships, something I am very proud of and attribute to consistently delivering *superior ROI* for those who hire me.

### Previous Roles

*Creative Director – Columbia Sussex Corporation | Lake Tahoe, Nevada*

*Senior Art Director – Harveys Casino Resorts / Harrah's (Caesars) Entertainment, Inc. | Lake Tahoe, Nevada*

*Creative Director – The HMM Group, Creative Digital Studios, Ltd. | Las Vegas, Nevada*

*Creative Director – Ameristar Casinos, Inc. (now part of Penn National Gaming) | Las Vegas, Nevada*



## EDUCATION

Associate Degree in Art with supplemental emphasis on Business

Sierra College – Rocklin, California

Cosumnes River College – Sacramento, California

Bachelor of Arts Degree in Commercial Photography

Brooks Institute of Photography – Santa Barbara, California

Annual continuing education: Adobe MAX, Photoshop World, PhotoPlus Expo and Creative Pro Week



## PROFESSIONAL AFFILIATIONS

National Indian Gaming Association, Associate Member (NIGA)

American Society of Media Photographers (ASMP)

American Institute of Graphic Arts (AIGA)

The Association of Gaming Equipment Manufacturers (AGEM)

International Association of Printing House Craftsmen



## AWARDS AND CERTIFICATIONS *highlights*

Fuji Film National Masterpiece Award

Northern California Gold "ADDY" for Harrah's annual report

IAPHC Gold Award and CSG "Best Mailing Piece" for Harrah's New Year's invitation

Work included in Professional Photographers of America international touring exhibition

Professional Photographers of America – Certified Professional Photographer (CPP)



## ADDITIONAL ENDEAVORS

City Councilman and Mayor, Colfax, California

Instructor, Placer County Office of Education, Placer School for Adults

Hiker, Kayaker, Outdoor Adventurer (w/ Dogs)

## REFERENCES

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Chairman of the Board

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*Additional references letters of recommendation and specific work samples are available on request.*