



# envisionarydesign

Costas Schuler | Graphic Designer

## PUBLICITY & ACCOLADES

*“Costas and his design team consistently delivered original concepts that helped us deploy new brands on time. I highly recommend his work.”*

**Eric Wold, CEO**  
**Aethos Technologies**

*“Costas really came through for us when we were first starting our business. He created our company logo and provided much needed creativity in web & brochure design. Portalais has used Costas’ services several times since then with great results.”*

**Louis Hughes,**  
**President, Portalais, Inc.**

*“Costas was instrumental in the startup of our non-commercial FM radio station, Broken FM. Costas volunteered his time to fix up our web site, design T-shirts, fliers, posters, a logo and forms. For all of his help, we are deeply indebted.”*

**Keith Leitch, Owner,**  
**One Ministries, Inc**

## CONTACT INFO

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## PERSONAL PROFILE

I have been working as a graphic designer now for 15 years and have thoroughly enjoyed working in the creative realm. I have had the opportunity to work in many diverse environments as part of a creative team.

I started out in book publishing having designed nine books for Lanchester press. After that I moved into the financial industry at Earnst and Young as part of a creative team that gave me experience in a corporate setting. I grew by leaps and bounds as a designer at Mez Design and PDG, two high-end design firms. It's there that I was mentored by two very talented creative directors who gave me a deeper, nuanced understanding of the design process. As a pre-press operator at Greater Works Printing I learned to design projects with the printing process in mind that made for better-looking materials.

As owner of Envisionary Design am I able to use all my years of experience to better serve my clients in the design and printing process of any project. With my recent involvement in web design, blogging and SEO I also bring an added layer of service that my clients require to help them navigate and flourish in a Web 2.0 environment.

## CAREER HISTORY

**Envisionary Design** - July 2004 to Present

Freelance Graphic Designer

- Design and develop logo design and corporate identity packages
- Create marketing communication material
- Web design and online promotional marketing through SEO and social networks
- Writer and creator of multiple blogs such as Art Car Central, and The Pen Guy

**Performance Design Group** - June 2005 to April 2009

Graphic Designer

- Designed key brand elements for Exchange Bank's marketing and advertising
- Illustrated multiple 3D-branded packaging concepts for Kyocera launch kits
- Created multimedia presentations using Flash, iMovie and Garage Band
- Designed logos for Reach 360, LVRIA and Solar Car Share
- Prepared art work for branded merchandise applications
- Designed Power Point Presentations

## PUBLICITY & ACCOLADES

*“There is no other way to say this: Costas is an ‘Idea Machine.’ In all my years of working with creative individuals, I have yet to come across someone who is able to deliver a full spectrum of concepts (from conservative to crazy) like Costas. I have and will continue to call on him for my own projects and do strongly recommend Costas to colleagues.”*

**Jon Soy, Director of Sales and Marketing  
Golden Pacific Systems**

*“Costas is a valuable asset to your company’s needs. He will work with the budget and give you an on-time, creative result every time.”*

**Susan Fielder, President  
Susan Fielder & Associates, Inc.**

*“Costas is a very creative, personable individual, passionate about our environment and the arts. If you want to add something different to any gathering, whether it be arts, eco-centric or just plain fun, invite Costas to play a part. His program is especially helpful for engaging kids in interactive play.”*

**Mari Tamburo, Founder,  
Artsboretum**

## CAREER HISTORY - CONTINUED

**Golden Pacific Systems** - January 2005 to December 2007

Graphic Designer

- Designed marketing communications materials for multiple clients
- Prepared art work for branded merchandise applications
- Called upon to brainstorm for innovative and creative marketing solutions

**Greater Works Printing** - June 2002 – July 2004

Prepress Operator - Graphic Designer

- Managed multiple projects, tight turnaround times, scheduling conflicts, revisions and technical challenges effectively.
- Consulted clients with new design projects
- Created original designs
- Supervised pre-press and pre-flight print jobs
- Created and maintained electronic file archival system
- Gained deeper understanding of the offset printing process

**Mez Design** - March 2000 to February 2001

Graphic Designer

- Designed corporate identities and collateral for Octane and Accuchex
- Designed the “Adventure Workshop” software packaging box set for the Learning Company
- Coordinated with design team on collateral for Stuart Andersons, Levi Strauss, Hooked on Phonics, and Way to Be

**Earnst & Young LLC.** - July 1998 to March 2000

Graphic Designer

- Created presentation collateral for a twenty-million-dollar Agilent pursuit
- Maintained style guides, corporate standards, ensured creative projects met guidelines and were within budget and on time
- Coordinated with marketing team in the development of new collateral
- Designed Power Point presentations

**Lanchester Press** - January 1994 to July 1998

Graphic Designer

- Developed company identity and marketing collateral
- Oversaw creative development, design, and production of nine books on ISO 9000, TQM, E.H.S and Reliability
- Translated and set up four Japanese business comics books for English readers

## DESIGN QUALITIES

Thorough and meticulous in creative process

Able to work under pressure while retaining creative integrity

Capable of working in a great variety of styles other than my own

Ability to stick to the creative brief and other guidelines

Excellent knowledge of design and typography

## PERSONAL MILESTONES

*15 years*

*In the design industry*

*5 years*

*As the Pen Guy creator of the Mercedes Pens art Car covered in over 10,000 pens*

### *Featured on:*

*The Smithsonian TV  
The Wealth Channel  
Huffington Post  
PC Magazine  
Neatorama  
The Bohemian  
The Press Democrat*

## SOFTWARE PROFICIENCY

### *Adobe Photoshop*

I have been using Photoshop extensively since 1994 and consider myself to be an expert user. I use Photoshop for retouching and manipulating photos, and preparing images for web content.

### *Adobe Illustrator*

I have been using Illustrator to create logos, marketing collateral, and web design layouts. It's a great tool for generating multiple concepts when submitting ideas to clients.

### *Adobe InDesign*

This is my preferred application when it comes to laying out multiple page documents. I am also well versed in Quark Express.

### *Adobe Dreamweaver*

Dreamweaver was my preferred choice for web authoring during my recent venture into web design and blogging. I started out tinkering with blogger templates and progressed into custom web design using Dreamweaver.

### *Operating Systems*

I have the capability to work in MAC and PC environments and can operate very comfortably in both.

### *Additional Software*

MS Office, Adobe Flash, Freehand, QuarkXPress, iMovie, Garage Band

## EDUCATION

*DeAnza College* - September 1990 to June 1994

Graphic Design Major

## PERSONAL QUALITIES

Creative, friendly, personable, hardworking, funny, eager, passionate and a go-getter.

## HOBBIES AND INTERESTS

Creating the Mercedes Pens art car covered in over 10,000 pens is a project I am passionate and proud of, now in it's fifth year. This project has allowed me to branch out into blogging, writing, recycling art, motivational speaking, community outreach, online media and social networking. I am proud of the fact that I have received local and global media attention and recognition for my art car and now receive old, used pens by mail from around the world.