

# JOHN PALKA

★ GRAPHIC DESIGNER ★



## HELLO

### WHAT'S THE DEAL WITH THIS GUY?

I am a graphic designer with experience with specialty food and wine brands and performance outdoor sportswear. Specializing in print media, digital design for social media, production, marketing and advertising, visual merchandising, and apparel application design. In addition to my computer aided design skills, I believe that my fine art background in illustration, photography, hand lettering and sign painting round out my experience and increase the value of my skill set.

### DID HE GO TO SCHOOL?

#### Bachelor of Fine Arts— Graphic Design

West Virginia University  
Morgantown, West Virginia

#### Certificate Degree— Web Site Design

University of Colorado  
Boulder, CO

### WHAT CAN HE DO?

ILLUSTRATOR	HAND LETTERING
PHOTOSHOP	PHOTOGRAPHY
INDESIGN	ILLUSTRATION
MS OFFICE	SCREEN PRINTING
FILEMAKER	DIGITAL PRINTING
BASIC HTML	SOCIAL MEDIA <small>(for business)</small>

### ISN'T THAT NICE

Graphic Designer of the Year 2005 - Whole Foods Market  
Employee of the Year 2000 - Whole Foods Market, Boulder, CO  
Awarded Top Senior Design Thesis Project - West Virginia University  
Graduated on the Deans List - WVU  
Member, College of Creative Arts Design Group  
Portfolio Review Board, WVU Graphic Design Department

### WHAT'S HE BEEN UP TO?

#### Graphic Designer, Jaguar Design Studio

Aptos, CA

2016 to February 2017

Graphic Designer for small design studio specializing in corporate event design for tech companies in Silicon Valley. Projects vary from large format graphics, directional signage, corporate prospectuses, menus, web banner ads, email direct marketing and social media graphics.

#### Graphic Design Lead, Whole Foods Market

Northern California and Colorado

1999 to 2015

A passion for design and food is what fueled my career with Whole Foods Market across two states and four locations. As a core member of the Marketing team my responsibilities varied as widely as their produce selection. While upholding brand standards I designed a wide variety of materials for both print and social media. This included in store advertising and decor, social media campaigns and design support for marketing events outside the stores. I also participated as a designer and artist with the regional Marketing Team for the pre-opening preparations of over 20 new retail locations and trained over ten new designers coming into the company.

#### Graphic Designer/Art Director, Santa Cruz Derby Girls

Santa Cruz, CA

2010 to 2015

I started with the Derby Girls as a volunteer to design advertising posters for their games. Fast forward two seasons and the sport, as well as their advertising budget, had grown. I approached them to bring me on as Art Director and in this roll I created a graphic standards manual to cohesively tie together all of their advertising across print, digital display and social media channels. These successful advertising campaigns led to increased attendance at games. In addition to successful advertising, I designed merchandise for the League including a calendar and trading cards. Several of the posters I designed were published internationally in the book Bout Book- The He(ART) of Roller Derby.

#### Graphic Designer, Pearl Izumi

Broomfield, CO

1995 to 1999

Established and launched a new custom sublimation printing division for Pearl Izumi. Purchased and installed print shop equipment. Set procedures and standards and hired/trained a team to run the facility. Within one year, this new division led the custom sublimation industry in North America. I then joined the graphics department where I designed performance bicycle apparel application graphics, print production, press checks, technical illustration, catalog design and marketing support. I attended trade shows and consulted with clients about design needs and give them a personalized experience in creating their custom apparel. The highlight being that my design was chosen as the uniform for the United States Postal Service Cycling Team competing in the 1999 Tour de France.

#### Graphic Designer, Freelance

1994 to Present

Projects include logo design, digital photo retouching, direct mail, posters, sportswear application design, t-shirts, hand lettering, illustration, social media graphics and sign painting.

Clientele includes performance sportswear, specialty food and wine industry brands: High Sierra Music Festival, Saucony Inc., Pearl Izumi, Allegro Coffee, Alta Organic Coffee, Gelato D'Italia, Lester Family Vineyards, Elkhorn Slough Brewing Co., NextSpace, Veteran's Resource Center, Hwy 82 Clothing Co.

