



JEFFERY A. TAYLOR

DESIGN – MANAGEMENT-ILLUSTRATION

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PROFESSIONAL OBJECTIVE:

GRAPHIC DESIGNER, ILLUSTRATOR, MARKETING DIRECTOR AND PROJECT MANAGEMENT

Talented, results-producing Management/Design & Illustration Professional with a proven record of 30 years of accomplishments in Graphic Design, Illustration, management and Marketing. Planning, leading comprehensive strategies in support of business goals and objectives. Expertise in directing the creation of Illustration and Design projects. Demonstrated success growth in automotive/industrial based markets through implementation of key projects. Solid leadership skills; able to build and guide top-notch design/illustration teams. Adept at communicating with management, vendors, and internal departments to coordinate overall production efforts.



PROFESSIONAL EXPERIENCE:

TAYLOR DESIGN STUDIOS

Freelance Design Business Since 1981

Canton, Michigan 48188

Graphic Design Director & Owner

Developed, executed, and manage company design projects and design/illustration group encompassing integrated skills designed to streamline and grow organization to targeted markets. Communicate with customers, management, internal departments, and vendors to coordinate overall production effort in accordance with company goals.

Lead designer, managed, planned and carry out research and concept design analyses. Play integral role in production development and design activities. Lead and direct forward-thinking graphic and design teams. Generated continued profits for company.

Supporting the Automotive, Aerospace, Defense, Entertainment, Political Campaigns, Multimedia & Video, Brand Design, retail Design and various other industries. Skilled in all Adobe Design software, Photoshop, Illustrator, Freehand also Corel Design software and all Microsoft Applications.

Complete portfolio and website:

www.synergy-dance.com/Taylor_Design_Studios.html

RIEGNER & ASSOCIATES, Inc (Freelance)

Marketing Communications

Southfield, Michigan – *October 1995 – September 2009*

(Freelance) Illustration & Design Manager (Onsite & Offsite)

Managed daily illustration and design projects for the Automotive & Defense industries. Managed freelance team of 8-22 people. Supported all service manual, owners' manuals, vehicle labeling, brand labeling, publication design, concept design. Skilled in all Design software and Microsoft applications.

DETROIT DIESEL CORPORATION - PENSKE/GM
Graphic Design Manager/Designer Level II,
Detroit, Michigan - *October 1987 – October 1995*

Managed a wide range of Technical Publications, including TACOM Military Manuals, OEM Service Manuals, and Engine Parts Catalogs. Developed conceptual engine designs and various engine applications, all PC based graphic design programs. Maintained communication with management to ensure graphic & production activities aligned with business goals. Provided leadership and direction to team members to guide the creation of all publication materials meeting with company objectives

Managed and maintained Illustration Group, developed structure and set procedures in graphic development. Managed illustration development for all TM's, RPSTL's, DMWR's and various other military publications for the defense industry & TACOM Diesel Engine manuals. Coordinated project planning with OEM's and developed cost effective production plan meeting company's profit goals.

Developed all illustration work, leading from the traditional board work to computer graphics, using Adobe freehand illustrator and various CAD programs for defense and service publications.

LTV AM GENERAL, Missiles and Electronics Division
Designer/Illustration Supervisor
Livonia, Michigan - *March 1985 – October 1987*

Illustration Supervisor, coordinating illustrators and tech writer in the development of TACOM military Manuals. Worked directly with TACOM officials on Confidential Government projects in the development of conceptual vehicle designs.

Demonstrated immediate talents upon hire and excelled quickly to become recognized by management as key member of the illustration & design team.

Aided in the development and design of the "public ready" HUMMER. Developed all illustration work, for TACOM Technical Manuals leading from the traditional board work to computer graphics, using Adobe freehand illustrator and various CAD programs for defense and service publications.

EDUCATION & CREDENTIALS:

Center for Creative Studies, 1982 - 1986 • Industrial/Automotive BA Design Degree Program, 3.5 years completed, currently finishing degree online – Detroit, MI

Schoolcraft College, 1997 - 1998 • Associates in Business Management Program – Livonia, MI

John Glenn High School, Graduated in 1981 • Major in Design & Drafting – Westland, MI




PERSONAL REFERENCES:

Anthony Dell'Eva – Publication Manager – DE Logistics Group, US Army TACOM – **586-753-2746**

Scott Jesnig – Chrysler Corporation, Transmission Engineer & Trainer/Tech Writer – **586-354-8510**

Alex J. Grand – (Ret) Illustration & Graphic Design Specialist, Detroit Diesel Corp – **734-789-0205**

Rich Sine – Corporate Sales Associate, formerly with Riegner & Associates – **248-231-9758**



RECENT BUSINESS ACTIVITIES & ASSOCIATIONS:

2008 – Member of *The Illustrators Partnership of America, Society of Technical Communications*

1986 – Member of the *CCS Alumni Group (since 1986)*

2010, AMERICAN ENTREPRENEUR TV Reality Show, Designed and created TV show themes, website, Facebook, Twitter and other social media pages. Concept design to lead in to opening of TV show and throughout entire show platform for the networks. www.myamericanentrepreneur.com

2002, LIGHT & MEDIUM TRUCK Publication, Designed and developed cover artwork & inside design spread for a concept 2020 Light duty truck, published in 2002.

2003, MOTOR TREND MAGAZINE Publication, Runner up in the new Ford Mustang Design contest for production model year.

2004, OMNI-TECK Inc, Designed and developed Armored car for Saudi Arabia financial institutions, also developed a military version for Saudi Arabia defenses.

2008-2011, POLITICAL CAMPAIGN SUPPORT:

- 1. CORLETTA J. VAUGHN Detroit city council campaign**, design and developed all marketing materials, Dr. Vaughn ran for the first time and came in the top 25 out of 167 candidate for the August primary election. www.rightspiritrightseason.org
 - 2. JAMES TATE, Detroit city council campaign**, after winning the August primary, and revamping his marketing campaign & PR, James went on to win the November General Election and **won as one of the new Detroit City Council members.** www.jamestatefordetroit.com
 - 3. LISA HOWZE, Detroit City Council Campaign & State Rep**, after winning the August Primaries, revamped her marketing campaign & PR material, Lisa came in 10th place just behind the 9 candidate selection on the November General Election. **2010 Winner of Michigan State Representative.**
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