

Neal Katz

DIGITAL DESIGN SPECIALIST

847-372-5631
nkatz@ripco.com
<https://katznmouse.com>

Talented and enthusiastic design, layout, and production artist with a thorough knowledge of graphic techniques and design fundamentals and basic coding experience. Personable, collaborative — a creative problem-solver who works well both independently and as part of a team. Adept at negotiating design decisions and passionate about both the process and quality results.

COMPETENCIES

Relationship Building
Negotiation Skills
Effective Communication
Customer Service
Attention to Detail

TECHNICAL SKILLS

Adobe Creative Cloud
Photoshop/Illustrator/InDesign
WordPress
Audio/Video Editing
Microsoft Office

LINKS

[linkedin.com/in/nkatz](https://www.linkedin.com/in/nkatz)
katznmouse.com

PROFESSIONAL HISTORY

American Osteopathic
Association (AOA)
[2011 – 2019]

Senior Program Specialist, Communications & Marketing:

- Print and web design services for AOA’s state-level affiliate groups
- Refreshed and redesigned existing documents/identities
- Assumed responsibility for ROME Conference branding, updating the logo and creating more eye-catching graphics, contributing to year-over-year trend of increasing attendance
- Migrated affiliates’ websites into WordPress to provide a more modern, attractive, and easily updateable web presence

Freelance
[2007 – 2013]

Design Services & Art Production:

- Rapid-fire InDesign document editing/reflow/layout/template work
- Coupon catalogue layout
- CD package design and layout
- Wordpress with hand-tweaking of HTML/CSS

American Medical
Association (AMA)
[2011]

Web Content Author:

- Edited/created content in the Interwoven LiveSite environment
- Customized/tweaked HTML
- Designed infographics for clear visual communication of processes

Riverside Publishing
[2006 – 2011]

Electronic Publications Specialist:

- Project managed fulfillment of art needs – assigning/reviewing/approving illustration and line art elements in CMS
- Coordinated in-house/outside vendors...balancing speed, cost and quality
- Assisted art production
- Improved relations w/developers through better communication & reduced turnaround times

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[Riverside Publishing – cont'd.]

Contract UI and Layout Design:

- Designed/built interface graphics & screen
- Codified the approved interface into a visual design reference document to improve clarity and consistency
- Actively assisted in steering the design dialogue and negotiating decisions
- Assisted w/focus group testing and applied lessons learned
- Coordinated/guided staff in fixing a large volume of art in under a week (vendor error)
- Flash-animated transition graphics

Brella Productions
[1996 – 2006]

Visual/Interactive Designer:

- Primary designer and production artist on staff
- Juggled multiple projects, deadlines, and media for multiple stakeholders
- Took wireframes and client input and turned them into attractive, workable designs
- Coded interactive multimedia elements in OpenScript
- Upgraded/recreated client logo, enhancing our value
- Modeled, textured, lit, and animated 3D logos and client-supplied meshes for corporate video
- Edited long form audio interviews into concise 3-min. capsules (client: Scott Foresman)
- Produced vector character art for Flash animation
- Proofed client copy to improve readability

ADDITIONAL EXPERIENCE

Brella Productions
The Rotary Foundation
North Country Public Radio

Office Assistant
Senior Scholarships Coordinator
Editor, Copywriter, Newsreader, and Program Host

EDUCATION

- **MA** in Critical Studies in Media - Northwestern University
- **BA** in Communications - State University of New York

PROFESSIONAL DEVELOPMENT

- **Team Building** (two course series) – The Supervisory Institute
- **Web Design & Development** – College of Lake County
- **Flash Animation** – College of Lake County
- **Lightwave3D** – Dan Ablan, AGADigital Studios
- **Lightwave3D** – Bob Anderson, Washburn University