

RONALD KOONTZ

Graphic Design + Art Direction

865 387.1623 | ron@ronaldkoontz.com

Seasoned creative thinker and problem solver, with 35 years of experience leading and executing design projects and programs. Specific areas of expertise includes branding, promotional campaigns, marketing presentation, point-of-purchase advertising, publication design and technical illustration. In pursuit of a new challenge.

CURRENT POSITION

Pellissippi State Community College Knoxville, Tennessee
Associate Professor | 2012–Present

Communication Graphics Technology—Introduce, train, motivate, and mentor students in the processes and techniques used to create effective, attention-grabbing graphic design. Create and present lecture and evaluation materials. Facilitate individual student and class critiques. Perform student project evaluations and course grading. Perform record-keeping and administrative duties as related to teaching, advising and intent to graduate.

Courses: Computer Illustration, Design Fundamentals, Digital Graphic Design (I, II, III), Introduction to Macintosh, Portfolio, and Typography

OTHER EXPERIENCE

Silver Arrow Creative Knoxville, Tennessee
Principal and Designer | 2008–present

Providing distinctive marketing and promotional solutions for local, regional and national businesses. Areas of work include identity, print, web design and advertising, in-store promotion and more.

Anderson News, LLC Knoxville, Tennessee
Design Director | 2005–2008

Responsible for the management and administration of the creative services team including budgeting, salaries, scheduling, and production trafficking. Led the creative team in the design and production of high-impact branding, marketing communication, and promotional design solutions for multiple divisions and affiliated companies. Contracted and coordinated with photographers, videographers, writers, printers, and manufacturers on an as-needed basis for external services.

Design Manager | 1993–2005

Supervised and participated in the creation of business presentations, inter-company newsletters, product-promotion graphics, trade show booths, company training videos, and corporate events.

Graphic Designer | Florence, AL 1988–2000 / Knoxville, TN 2000–2003

Created marketing/sales materials. Developed promotional program mediums for the firm to market and sell to publishers and retailers.

Tennessee Valley Authority Muscle Shoals, Alabama
Communications Specialist-Graphics | 1984–1988

Created information and communication graphics for agricultural science AV presentations, posters, exhibits, and publications working directly with scientists and engineers.

Tennessee Valley Authority Knoxville, Tennessee
Drafter | 1977–1984

Produced technical production drawings and presentation illustrations working directly with architects and engineers.

United States Air Force Charleston, South Carolina
Security Police | 1975–1977

Responsible for protection and safety of military personnel and resources, as well, as the general public.

Design Skills

HIGHLY PROFICIENT

Brand / Identity Design
 Corporate Communications
 Design Education
 Event / Convention Coordination
 Illustrations / Infographics
 Marketing Presentation
 Newsletter Creation / Publishing
 Packaging / Product Development
 Point-of-Purchase Advertising
 Print Collateral
 Publication Layout
 Retail Environment
 Trade Show / Booth Design
 Web Site Design
 Video Direction

Application Proficiencies

HIGHLY PROFICIENT

Adobe Creative Suite
 [Illustrator, Photoshop, InDesign]
 HTML5 & CSS
 Google SketchUp Pro
 Microsoft Office Suite

WORKING KNOWLEDGE

FileMaker Pro / Adobe Flash / XML
 Adobe Premier / Prezi / Wordpress

Education

B.F.A. GRAPHIC DESIGN + ILLUSTRATION
 (Magna cum Laude) | 1989
 University of North Alabama
 Florence, Alabama

SCHOOL OF VISUAL ARTS
 MILTON GLASER WORKSHOP | 1985

Affiliations

AIGA KNOXVILLE
 Chapter President | 1992–1994
 Chapter Secretary | 1990–1991