

# DANNY K. HONG, GRAPHIC DESIGNER

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**SUMMARY:** Atlanta-based graphic designer with over nine years of professional working experience, providing design and production solutions. Background includes experience in the fields of marketing, advertising, retail, B2B, B2C, branding, consumer products, packaging, and environmental applications, for variety of companies, including corporate, agencies, small businesses, and pre-press.

**HISTORY:** Graphic Designer for **The Creative Group** March 2005–Present

- Providing graphic design and production solutions for various clientele in the Metro Atlanta region, on contract basis of varying durations and conditions
- Executed wide variety of print and web projects, from collateral, signage, direct mail, package design, internal/external communication, mock-ups, vehicle wraps, billboards, digital banners and other digital advertising, and user interface design
- Demonstrated adaptability to varying work environments, from corporate, medical, to creative
- Partial client list: Harland Clarke, Project Center, Ignition, Turner, Ogilvy-Mather, Summit Marketing
- Notable brands and identities served: Coca-Cola, The Home Depot, Chic Fil-A, Cartoon Network, Whole Foods, Turner Sports, Lowe's Home Improvement, Cushman & Wakefield

Designer and Marketing Officer for **SunTrust Banks, Inc.** April 2005–November 2007

- Designed and executed wide variety of printed materials – brochures, collateral, posters, signage, billboards, marketing aides, for all 3,700+ SunTrust branches across the Southeastern United States
- Entrusted with responsibility of maintaining the SunTrust brand; all projects adhered to brand guidelines, and policing visiting branches to ensure proper adherence to branch guidelines, from signage, displayed materials, to consumer literature
- Created and maintained working relationships with stock photo companies such as Getty, Corbis, and Masterfile to provide fresh and unique imagery to be used in all SunTrust marketing materials
- Demonstrated expertise at the printing process; provided excellent pre-press skills with accurate PDF generation to publication requirements, mechanicals to printers, and efficient delivery via FTP

**SKILLS:**

- Seamless capabilities in both Mac OS X and Windows (2000, XP, Vista, 7) operating systems
- Expertise with Adobe Creative Suite software (CS1–CS5): Photoshop, InDesign, Illustrator, Acrobat, Distiller, Flash, Dreamweaver
- Expert with QuarkXPress (4.1-7.01)
- Working knowledge with HTML, XHTML, CSS
- Advanced comprehension of Microsoft Office software (2003-2010): Word, PowerPoint, Excel
- Understanding of proper font management (Suitcase Fusion, ATM, Font Explorer, FontAgent Pro)
- Vast knowledge of the 4/C printing process, from pre-press, mechanical preparation, post-production
- Excellent organizational skills, file management, and penchant for cleanliness
- Typing speed of 61 wpm

**ADDITIONAL** in-depth information, including full work history, experience, references, and work samples available at personal resume website, located at [www.genrou.net](http://www.genrou.net)