



GregHedgesDesign

109 Herkimer St.
Syracuse, NY 13204
greg_hedges@yahoo.com
c 201.424.2576
greghedgesdesign.com

Education

Syracuse University, S.I. Newhouse School of Public Communications

Master's of Science, New Media
2005–2006

Bachelor of Science, Graphic Arts
1996–2000

Minor: Music Industry

Experience

Assistant Professor – S.I. Newhouse School of Public Communications

August 2007 – Present; Syracuse, NY

Adjunct Instructor – July 2006 – August 2007

Teach courses to both graduate and undergraduate students as part of the Visual & Interactive Communications department. Courses include introductory course in graphic design, typography, web design, and a design business class. Lecture on topics central to design including motion graphics, color theory, identity design and interface design. Also designed and implemented a course titled *The Design Studio*, an entrepreneurial experience for students in which they start and run a design business, working with clients and meeting various professionals in the field. Work directly with over 100 students each semester, guiding their individual instruction and project implementation. Instruct semester long web design course for the Military Photojournalism Program, resulting in a comprehensive web site rich with multimedia storytelling.

Partner, Founding Member – ThreeOneFive

July 2006 – December 2009; Syracuse, NY

Designed, coded and performed day-to-day business operations of this start-up firm. Developed branding strategies resulting in cross-platform execution of identity solutions including logos, brochures, advertisements and database driven web sites. Developed and implemented tailored content management systems. Helped secure and maintain relationships with clients from educational to consumer based markets.

Designer – King Features

April 2001 – July 2005; New York, NY

Responsibilities included the design of materials for the licensing department of this comic syndicate featuring properties such as Betty Boop and Popeye. Designed style guides, logos, web sites, advertising campaigns, product and packaging design and promotional materials. Prepared mechanicals and worked with printers from price quote to final delivery. Worked with Vice President of Creative to maintain the integrity of the licensed properties.

Designer – Context Studio

June 2000 – April 2001; New York, NY

Designed both print and web related materials from concept to release. Involved in the development of logos, advertisements and tagline copy writing for Fortune 1000 businesses. Designed web interfaces and Flash web sites.

Skills

Adobe InDesign; Illustrator; Photoshop; Dreamweaver; Flash (ActionScript 2.0 & 3.0); After Effects; HTML, Coldfusion and SQL coding Languages; MySQL; Apple Final-Cut Express; Audacity; Quark Xpress; Microsoft Office Suite

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