

Carl A. Chiocca

P.O. Box 874
Gypsum, Colorado 81637
(970) 987-6203

WEB: **https://chiocca.com**
ADOBE: **https://carlchiocca.myportfolio.com**
LINKEDIN: **www.linkedin.com/in/carlchiocca**
E-MAIL: **carl@chiocca.com**

SKILLS SUMMARY

- Able to design high-quality, on-brand, digital, e-mail, print, social media and website graphics from concept through completion.
- Extensive experience with Adobe Creative Cloud including InDesign, Illustrator, Photoshop, Bridge, Camera Raw, and Acrobat Pro.
- Extensive experience with photo retouching, color correction, preflight, pre-press, bindery, and print production management.
- Well experienced with Dreamweaver, HTML/CSS, CMS, DAM, e-commerce development, and e-mail campaign design and programming.
- Basic knowledge of Adobe Premiere, CapCut, and Figma.
- Able to work collaboratively with a creative team, and independently manage and prioritize tasks.

CAREER EXPERIENCE

Gypsum Ace Hardware, *Gypsum, Colorado*
Shift Manager & Department Lead, 2019 to Present

In 2019, I started working as a Sales and Stock Associate, part-time on the weekends, helping customers and stocking inventory. In the Spring of 2024, I was hired full-time as a Shift Manager and Department Lead. As a Shift Manager, I am responsible for the opening and closing of the store, balancing the registers, preparing daily deposits, and assigning tasks to Junior Associates. As the Department Lead for the plumbing department, I am responsible for maintaining the cleanliness, inventory, and ordering of all products within the second largest department in the store.

Contract/Freelance Graphic Design Services, *Gypsum, Colorado*
Graphic Designer, 2018 to Present

To stay current with the latest design software and trends, I continue to provide contract/freelance graphic design services. I work with a variety of businesses and non-profit organizations on a number of different design projects including print and online advertisement campaigns, brochures, direct-mail, fundraising and sales collateral, logo, branding and identity design, publications, large-format tradeshow graphics, book covers including long-form interior page design, interactive Acrobat Forms documents and workbooks, video flipbooks for email delivery, and website updates.

Clients included: Acres U.S.A., Cuppy Kraft, Morrison Kitchen & Bath, Starting Hearts, Stoopid Baits

Swift Communications LLC, *Wheeling, West Virginia*
Graphic Designer, 2022 to 2023

Ogden Newspapers in Wheeling, West Virginia purchased Swift Communications Inc. in January 2022.

Swift Communications Inc., *Gypsum, Colorado*
Graphic Designer, 2018 to 2022

I worked closely with ad directors, clients, editors, publishers, marketing managers, and writers to design high-quality print and online advertisement campaigns, e-mail and web banners, annual reports, brochures, catalogs, logo and identity designs, magazines, media kits, programs, fundraising and sales collateral, trail and visitor guides, large format tradeshow graphics, book covers including long-form interior page design, in a fast-paced environment. I followed through with online advertisement campaigns by designing and programming HTML/CSS e-mail campaigns.

Clients included: Acres U.S.A., Art in Aspen, Beaver Creek Merchants Association, Explore Grand, Middle Park Fair & Rodeo, National Repertory Orchestra, Summer in Snowmass, Winter in Snowmass, Summit County Luxury Homes, Tahoe Bike, Tahoe Eat, Craig Press, Glenwood Springs Post Independent, Sky-Hi News, Steamboat Pilot & Today, Summit Daily News, The Aspen Times, Vail Daily

NPC News Magazine, *Pittsburgh, Pennsylvania*
Creative Director/Production Manager, 2003 to 2018

I was hired to update the overall design and print production of the National Physique Committee's bimonthly magazine titled "NPC News" from being produced with traditional mechanical paste-ups, negative output and stripping, composite plate burns, and printed on a sheet-fed press, to being designed with the latest Adobe Creative Cloud software, output with the most recent PDF color profiles for CTP, and printed/distributed by one of the largest magazine printers in the United States.

I was responsible for the creative design of all editorial pages and image spreads. I prepared all color-correction, retouching, and image composites. Managed all phases of print production from acquiring estimates and contracts, pre-press approvals, bindery, and nationwide mailing distribution.

I also managed receipt, preflight and page placement of all Advertiser files. I communicated directly with advertisers and design agencies on corrections required to ensure high-quality print production.

Carl Chiocca, Creative Designs, *Gypsum, Colorado*
Creative Director/Production Manager, 2000 to 2018

Operated and managed my own design studio out of my home, providing creative solutions for small and large businesses. I worked directly with a wide range of businesses to develop design, branding, and marketing strategies. Designed a variety of creative projects from logo and identity design, print and online advertisement campaigns, annual reports, brochures, catalogs, direct mail, GIF and Flash animations, menus, newsletters, packaging, publications, point-of-sale displays, signage, large format tradeshow graphics, custom website design, e-commerce development, HTML e-mail design, and social media marketing. Coordinated, photographed, and retouched retail products for print advertising, e-commerce, e-mail advertising, and social media marketing. Employed and trained a staff of full-time in-house designers, a web programmer, and a freelance illustrator.

Clients included: A Basket of Pittsburgh, Barclay Interiors, Ceramiche Tile & Stone, Cuppy Real Estate, Desbrow & Associates, Fitting Group, Morrison Kitchen & Bath, National Physique Committee, Pittsburgh Action Against Rape, Thermo Shandon, YMCA.

Resume continues on page 2

Carl A. Chiocca

P.O. Box 874
Gypsum, Colorado 81637
(970) 987-6203

WEB: **https://chiocca.com**
ADOBE: **https://carlchiocca.myportfolio.com**
LINKEDIN: **www.linkedin.com/in/carlchiocca**
E-MAIL: **carl@chiocca.com**

Resume continued from page 1

John Brady Design Consultants, *Pittsburgh, Pennsylvania*
Production Manager/Graphic Designer, 1999 to 2000

Worked directly with the president, art directors, and account representatives to develop branding, marketing strategies, and designs for a range of clients. Created a wide variety of design projects from logo and identity design, advertising, annual reports, brochures, catalogs, direct mail, newsletters, publications, packaging, point-of-sale displays, and signage. Managed and trained a 4-person team of production artists to prepare all design layouts, illustrations, and photographic images for film output, PDF, print reproduction, and mailing. I ensured print quality by reviewing color and registration on press.

Clients included: Bayer, Carnegie Library of Pittsburgh, Carnegie Magazine, Carnegie Museum of Pittsburgh, GNC, Mead Paper, Mylan Laboratories, Pittsburgh Children's Museum, Sunquest Information Systems.

USWeb Corporation, ***formerly Electronic Images,*** *Pittsburgh, Pennsylvania*
Graphic Designer, 1998 to 1999

Worked directly with art directors and designers from different production teams within the agency to develop high-quality designs for a variety of projects from logo and identity design, advertising, brochures, catalogs, direct mail, newsletters, publications, point-of-sale displays, and signage. Prepared design layouts, illustrations, and photographic images for film output, PDF, print production, and mailing. I ensured print quality by reviewing color and registration on press.

Clients included: Office Depot, RiteAid, ServiceStar Hardware.

Informing Design, *Pittsburgh, Pennsylvania*
Senior Graphic Designer, 1994 to 1998

Worked directly with the president and clients to develop high-quality design concepts. Created all digital files, illustrations, and photographic images for a wide range of design projects, including the signage and mapping of the City of Pittsburgh's Wayfinder Sign Project, support publications including the book titled "Finding Yourself in Pittsburgh", and a quarterly publication titled "Map to Go". Other creative projects included logo and identity designs, brochures, menus, and miscellaneous business print material including business cards, envelopes, letterheads, and pocket folders. I coordinated all projects for electronic output, negotiated all printing estimates, and ensured print quality by reviewing color and registration on press.

Clients included: City of Pittsburgh, Eat 'n Park Restaurants, Cuppy Real Estate.

St. Francis Central Hospital, *Pittsburgh, Pennsylvania*
Manager, Printing and Distribution Department, 1992 to 1994

Printing Department functions required the preparation of all art needed for advertisements, brochures, and other public relations material. Created medical and legal forms used by departments within the hospital, and managed negotiations and production of forms with outside vendors. Developed a Forms Management Committee that enabled me to work closely with department heads to assess the use of forms, and ensure the most efficient design and production.

Distribution Department responsibilities encompassed all mailing materials distributed to and from the hospital, ensured adherence to postal regulations, and maintained cost efficiency.

Quality control of all work was maintained through my direct supervision and training of printing and distribution personnel. Developed and controlled the fiscal budgets, and conducted the monthly department billings.

Indiana Printing and Publishing, *Indiana, Pennsylvania*
Graphic Designer, 1987 to 1992

Worked directly with clients on the conception and design for a variety of projects that ranged from logo designs, corporate and school identity designs, magazine advertisements, annual reports, brochures, books, newsletters, publications, packaging, posters, and sporting event programs. Created all camera-ready mechanical layouts for negative photography. In addition, I integrated a variety of techniques that improved the overall quality of the stripping department. Prepared process color negatives, and ensured print quality by reviewing color and registration on press.

Clients included: Indiana University of Pennsylvania, Indiana Chamber of Commerce, ARIN Intermediate Unit 28, Groundhog Graphics.

Suburban Printing, *Pittsburgh, Pennsylvania*
Graphic Artist, 1983 to 1985

Served as the only artist responsible for creating all designs and camera-ready mechanical layouts, including typesetting for a wide range of design projects. I also performed various camera operations, negative development, negative stripping, and plate exposure procedures.

EDUCATION

Art Institute of Pittsburgh, *Pittsburgh, Pennsylvania*
Associates: Graphic Design, 1993-1995

Graduated with Honors, G.P.A. 4.0

Studies included: Computer Art, Composition, Color Theory, Typography, Publication Design and Production using Adobe Photoshop, Aldus Freehand, Aldus PageMaker, CorelDraw, and QuarkXPress on both Macintosh and PC platforms.

Carl A. Chiocca

P.O. Box 874
Gypsum, Colorado 81637
(970) 987-6203

WEB: **https://chiocca.com**
ADOBE: **https://carlchiocca.myportfolio.com**
LINKEDIN: **www.linkedin.com/in/carlchiocca**
E-MAIL: **carl@chiocca.com**

AWARDS

I measure the success of each design project by how well it fulfills the client's needs and marketing objectives.
Along the way I have been honored with some of the industry's most prestigious awards, and my designs have been published in a number of the top design publications including ***American Graphic Design***, ***Creativity Annual***, and ***Rockport Publishers***. I feel this is not only recognition of the design quality I provide with every project, but a reflection of how well I work with clients.

★ **Best Design Revamp** - Swift Communications Design Awards, 2018
Reach Top Talent Employment Advertisement Campaign
Seven news publications within the Swift Communications Colorado territory

★ **Best Use of Color** - Swift Communications Design Awards, 2018
Free Rental Advertisement Campaign
Seven news publications within the Swift Communications Colorado territory

★ **Best Use of Creative Brief** - Swift Communications Design Awards, 2018
Red Lion Resturant Advertisement Campaign Template
Vail Daily, Colorado Mountain News Media

- **Honorable Mention** - Western Pennsylvania Printing Association, 2005
Annual Reports - Two or Three Colors
2003-2004 Annual Report, Pittsburgh Action Against Rape

- **Honorable Mention** - Western Pennsylvania Printing Association, 2005
Booklets & Pamphlets - Two or Three Colors
PAARspectives Newsletter, Pittsburgh Action Against Rape

- **Honorable Mention** - Western Pennsylvania Printing Association, 2005
Booklets & Pamphlets - Four Colors
2005-2006 Collection, A Basket of Pittsburgh

- **Honorable Mention** - Western Pennsylvania Printing Association, 2005
Catalogs - Four Colors
Tis the Season 2005, A Basket of Pittsburgh

- **Honorable Mention** - Western Pennsylvania Printing Association, 2004
Booklets & Pamphlets - Four Colors
2004-2005 Collection, A Basket of Pittsburgh

- **Honorable Mention** - Western Pennsylvania Printing Association, 2004
Capabilities Brochure - Four Colors
Holiday 2004 Collection, A Basket of Pittsburgh

- **Honorable Mention** - Western Pennsylvania Printing Association, 2004
Corporate & Business Communications Commercial Stationery
Identity Design, Barclay Interiors

★ **Creativity 33 Annual** - Creativity International, 2003
Corporate Brochure
Capabilities Brochure, Denham-Vitalie Design Associates Inc.

★ **Best of Category** - Western Pennsylvania Printing Association, 2003
Client Self-Promotion
2003-2004 Product Brochure, A Basket of Pittsburgh

★ **Best of Category** - Western Pennsylvania Printing Association, 2003
Menu Category
Dining Menu, Star of India Restaurant

- **Honorable Mention** - Western Pennsylvania Printing Association, 2003
Brochures - Five or More Colors
2003 Holiday Collection, A Basket of Pittsburgh

- **Honorable Mention** - Western Pennsylvania Printing Association, 2003
Capabilities Brochures - Five or More Colors
Corporate Brochure, Denham-Vitalie Design Associates, Inc.

- **Honorable Mention** - Western Pennsylvania Printing Association, 2003
Corporate & Business Communications Commercial Stationery
Corporate Stationery, Commonwealth Custom Homes



2003-2004 Annual Report, Pittsburgh Action Against Rape


Capabilities Brochure, Denham-Vitalie Design Associates Inc.



Tis the Season 2005, A Basket of Pittsburgh

Carl A. Chiocca

P.O. Box 874
Gypsum, Colorado 81637
(970) 987-6203

WEB: **https://chiocca.com**
ADOBE: **https://carlchiocca.myportfolio.com**
LINKEDIN: **www.linkedin.com/in/carlchiocca**
E-MAIL: **carl@chiocca.com**

AWARDS

continued from page 3

- **Honorable Mention** - Western Pennsylvania Printing Association, 2003
  Announcements & Greeting Cards
  Direct-Mail Postcards, Prudential Preferred Realty, Suzanne "Cuppy" Kraft
- ★ **Award of Excellence** - American Graphic Design: USA, 2002
  Announcements & Invitations
  Grand Opening Announcement, Barclay Interiors
- ★ **Award of Excellence** - American Graphic Design: USA, 2002
  Newsletters & Publications
  Fall 2001 LabLeader, Thermo Shandon
- **Honorable Mention** - Western Pennsylvania Printing Association, 2002
  Booklets & Pamphlets - Five or More Colors
  Finesse Microtomes Brochure, Thermo Shandon
- ★ **Best of Category** - Western Pennsylvania Printing Association, 2001
  Brochures - Four Colors
  Grosslab Brochure, Thermo Shandon
- **Honorable Mention** - Western Pennsylvania Printing Association, 2001
  Corporate & Business Communications - Four or More Colors
  Spring 2001 LabLeader, Thermo Shandon
- **Honorable Mention** - Western Pennsylvania Printing Association, 2001
  Brochures - Four Colors
  Pathcentre Brochure, Thermo Shandon
- **Honorable Mention** - Western Pennsylvania Printing Association, 2001
  Catalogs - Five or More Colors
  Fall 2001-2002 Gift Catalog, A Basket of Pittsburgh
- **Honorable Mention** - Western Pennsylvania Printing Association, 2001
  Direct Mail Specialties
  Holiday 2001 Gift Brochure, A Basket of Pittsburgh
- **Honorable Mention** - Western Pennsylvania Printing Association, 2000
  Client Self-Promotion
  Fall 2000-2001 Gift Brochure, A Basket of Pittsburgh
- **Honorable Mention** - Western Pennsylvania Printing Association, 2000
  Catalogs - Five or More Colors
  Laboratory Appliances Brochure, Thermo Shandon
- **Honorable Mention** - Western Pennsylvania Printing Association, 2000
  Direct Mail Specialties
  Holiday 2000 Gift Brochure, A Basket of Pittsburgh
- ★ **The Best of Business Card Design 3** - Rockport Publishers, Inc., 1998
  Business Card, Carl Chiocca, Creative Designs
- ★ **Award of Excellence in Educational Communications** - Pennsylvania School Board Association, 1991
  ARINewsletter "Focus on the Future", ARIN Intermediate Unit 28
- **Honorable Mention in Educational Communications** - Pennsylvania School Board Association, 1991
  ARINewsletter "A Broad Perspective", ARIN Intermediate Unit 28
- ★ **Award of Excellence in Educational Communications** - Pennsylvania School Board Association, 1990
  ARINewsletter, ARIN Intermediate Unit 28
- ★ **Best in Show for Design** - National Association of Printers & Lithographers, 1990
  Package Design
  "The Shadow", Groundhog Graphics



Fall 2001 LabLeader, Thermo Shandon



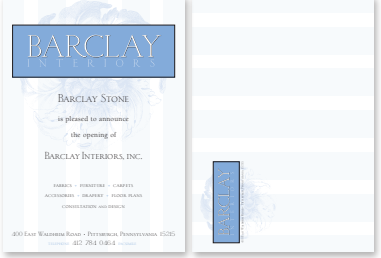
Finesse Microtomes Brochure, Thermo Shandon



Grosslab Brochure, Thermo Shandon







Grand Opening Announcement, Barclay Interiors

Carl A. Chiocca

P.O. Box 874
Gypsum, Colorado 81637
(970) 987-6203

WEB: **https://chiocca.com**
ADOBE: **https://carlchiocca.myportfolio.com**
LINKEDIN: **www.linkedin.com/in/carlchiocca**
E-MAIL: **carl@chiocca.com**

REFERENCES

Ashton Hewitt
Former Magazine and Special Publications Director
Swift Communications , LLC
(970) 948-6433
ashtonhewitt@comcast.net

Dan Barton III
Plant Operations Manager
Colorado Mountain News Media
(970) 471-8145
dabarton@cmnm,org

Jenni DeFouw
Advertising Sales Manager
Steamboat Pilot & Today
(970) 367-3037
jdefouw@steamboatpilot.com

Paul Meyer
Editor
Acres U.S.A. Magazine
pmeyer@acresusa.com
editor@acresusa.com

Ryan E. Slabaugh
Founder & Director, Think Regeneration
(970) 389-5218
ryan@think-regen.com

Lydia Lazar
Managing Director | Attorney, Geographer
LHL Consulting
(312) 933-0531
lydialazar@gmail.com

Jimmy Sharp
Store Manager
Gypsum Ace Hardware
(970) 524-2230
jimmy@gypsumace.com

Peter Struve
Assistant Store Manager
Gypsum Ace Hardware
(970) 688-1255
pjstruve@yahooh.com

Suzanne "Cuppy" Kraft
Broker Associate, CRB, CRS, GRI
Douglas Elliman, Delray Beach Office
(561) 954-2231
cuppy.kraft@elliman.com

Barclay (Kraft) Stone, Allied ASID
Inside Sales Representative
Myers Flooring of Atlanta
(404) 520-2357
barclaystone@aol.com

Mark Morrison
President
Morrison Kitchen & Bath
(412) 884-4545
morri@morrisonkitchens.com

Harry Wulff
President, The Printing Industry Association of Western Pennsylvania
Former Executive Editor, NPC News Magazine
(412) 276-5027