



# Carl A. Chiocca

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## SKILLS SUMMARY

- Able to design high-quality, on-brand digital, e-mail, print, social media and web graphics from concept through completion.
- Well experienced with Adobe Creative Cloud including InDesign, Illustrator, Photoshop, and Acrobat Pro.
- Able to manage all phases of print production from design through pre-press, bindery, distribution and mailing.
- Experienced with HTML, CSS, Joomla, e-commerce development, e-mail advertisement campaigns and online contests.
- Able to provide creative direction in-house and with clients, as an individual or as part of a team.

## 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 one of the largest departments in the store.

### **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 clients, ad directors, editors, publishers, marketing managers, and writers to design high-quality print and online advertisement campaigns, e-mail and web banners, annual reports, brochures, catalogs, logos, magazines, media kits, programs, sales collateral, trail and visitor guides, tradeshow graphics, book covers including interior page design, in a fast-paced environment using the latest Adobe Creative Cloud software. I followed through with online advertisement campaigns by designing and programming e-mail campaigns and online contests.

**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, 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 publishers 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 quality print reproduction.

### **Carl Chiocca, Creative Designs, Gypsum, Colorado**

#### **President, 2000 to 2018**

Operated and managed my own design studio providing creative solutions for small and large businesses. I worked directly with a wide range of clients 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, menus, newsletters, packaging, publications, point-of-sale displays, signage, social media graphics, tradeshow graphics, including custom website design, e-commerce development, e-mail and social media marketing. Employed and trained a staff of in-house designers, programmers, and freelance illustrators. Coordinated and produced retail product photography for print, e-commerce and e-mail advertising.

**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.

### **John Brady Design Consultants, Pittsburgh, Pennsylvania**

#### **Graphic Designer / Production Manager, 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, packaging, publications, 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.

**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.



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## **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.

*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 for national restaurant franchises, and miscellaneous business print material. I coordinated all projects for electronic output, negotiated all printing estimates, and ensured print quality by reviewing color and registration on press.

## **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 mechanicals for 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: ARIN Intermediate Unit 28, Groundhog Graphics, Indiana Chamber of Commerce, Indiana University of Pennsylvania.

## **American Wholesale Thermographers, Pittsburgh, Pennsylvania**

### **Cutter Operator, 1986 to 1987**

Responsible for the operation and maintenance of a rotary cutter used to trim business cards, postcards, and prepare stock for inventory and press. Inspected all final products to ensure quality. Managed shipping of all orders, and receiving of paper, inks, and printing supplies.

## **Quik-Print, Pittsburgh, Pennsylvania**

### **Bindery Operator, 1985 to 1986**

Responsibilities entailed the coordination and scheduling of all jobs in the bindery department to ensure tight delivery schedules were met. Operated and maintained a wide range of bindery equipment, and adhered to strict quality guidelines.

## **Suburban Printing, Pittsburgh, Pennsylvania**

### **Graphic Artist, 1983 to 1985**

Served as the only artist on staff responsible for creating all designs and mechanical layouts, including production of small typesetting projects. I also performed various camera operations, negative development, negative stripping, and plate procedures.

## **Print-Craft Studio, Pittsburgh, Pennsylvania**

### **Assistant Graphic Artist, Summers During High School, 1979 to 1983**

I assisted with the creation of mechanical layouts for small printing projects, and performed a variety of camera and plate procedures.

## **EDUCATION**

### **Art Institute of Pittsburgh, Pittsburgh, Pennsylvania**

#### **Associates: Graphic Design**

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, and QuarkXPress on both Macintosh and PC platforms.





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## 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 Restaurant 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





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## AWARDS

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- **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



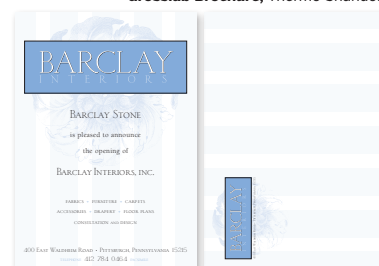
Fall 2001 LabLeader, Thermo Shandon



Finesse Microtomes Brochure, Thermo Shandon



Grosslab Brochure, Thermo Shandon



Grand Opening Announcement, Barclay Interiors

Visit my website at [www.chiocca.com](http://www.chiocca.com) for more portfolio samples.



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## REFERENCES

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Snowmass Sun  
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