

CURRICULUM VITAE

DAVE GIORDANO

PERSONAL PROFILE

I am passionate and proud of the industry I am a part of. With my excellent knowledge in design, coding and hardware/software, I am able to adapt and easily transition from designer to technician.

This allows me to work consistently and at a timely pace, while being able to handle a wide array of tasks including web design, code development, photography, photo retouching, video and motion editing, product branding and print design.

CAREER HISTORY

FreshGrafix - July 2003 to Present
Owner

FreshGrafix was started to showcase my portfolio online and generate new sales. Specializing in studio, product, real estate, band photography and Web/Graphic Design.

Responsibilities: Maintaining excellent customer satisfaction. Booking photoshoots, and meetings throughout the day. Doing website updates for clients as needed as well as monthly SEO submissions.

GTRStore - July 2011 to Present
Director of Photography, Project Manager

GTRStore is a E-commerce guitar boutique selling guitars only in the \$2,000 and above price range.

Responsibilities: Handled all photographic content for GTRStore's website. Photographed all products shown on website as well as photography used in print, and online ad's. Other duties included photo editing and managing daily employee schedules, as well as supervising and training.

Cool Music INC - June 2009 to Present
Project Manager

Responsibilities: Managing website, taking online orders and keeping shopping cart up to date as well as working on a independent film 'Dishonorable Vendetta' where my duties include. Post production effects, color correction and camera tracking for 3-D scenes.

GEAR & TOOLS

Cameras:

Nikon D3s
Nikon N60

Lenses:

Nikon 18-70mm
Nikon 24-70mm
Nikon 50mm
Nikon 70-300mm
Sigma 28-80mm
Saitex 28-80mm
Lensbabie

Other:

Wacom Intuos3 4x6
Lexar Professional CF Cards
Nikon Speedlight sb-800
Alien Bees Lighting
Manfrotto Tripod + Head

EMPLOYMENT - Continued

Mindsaw Website Design - January 2005 to April 2008

Project Manager; Graphic Designer; Website Designer; Lead Developer

Responsibilities: Provided strategic direction and concept development for online projects, including web graphics and banner ads, from concept to implementation using design software and authoring tools such as Illustrator, Photoshop, Macromedia Flash, Director, WYSIWYG editor and ImageReady. Responsible for overall look and feel of websites. Demonstrated understanding of Internet design issues (browser usability, cross-platform compatibility, color and quick loading of images, etc.) while also Handling, customer questions, issues and sales.

CRM Electric Corp - July 2008 to December 2008

Electrician

Responsibilities: Power Distribution, Roughing and Finishing on the Toren High-rise in Brooklyn, New York. Installed temporary and permanent power, as well as power from apartments to each appliance. Maintained excellent standards of quality that met the local Codes and Regulations.

SOFTWARE PROFICIENCY

I have extensive knowledge of many software applications. Listed are those which I use on a regular basis:

Adobe Photoshop

I have been using Photoshop extensively since 2001 and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as retouching and manipulating photos.

Adobe Photoshop Lightroom

Lightroom is my tool for organizing, post processing and preparing photos for web/print. Also used for retouching and color correcting photos.

Adobe After Effects

Proficient in video editing, color correction, special effects, motion tracking. Used for independent film Dishonorable Vendetta as well as some ad's and website intros.

Adobe Dreamweaver

I've used a range of HTML authoring software but Dreamweaver has been my choice for years. When necessary I can also hand code.

Adobe Flash

I have created many diverse projects in Flash including websites, galleries, banner advertisements and Presentations.

SOFTWARE PROFICIENCY - Continued

Steinberg Cubase

I have been using Cubase since 2005 to mix and record audio for web projects and personal use.

PROGRAMMING

I have varying degrees of knowledge in programming the following languages:
XHTML / CSS, PHP, ASP, Flash Actionscript, Javascript, Perl

DESIGN QUALITIES

Fast and able to work under pressure
Capable of doing a massive range of styles rather than just my own
Ability to stick to the creative brief and other guidelines
Excellent knowledge of design and typography

PERSONAL QUALITIES

Friendly, inquisitive, hardworking, funny, eager and passionate.

HOBBIES AND INTERESTS

Photography, music, computers, technology, reading. In my spare time I work as a DJ, play in a band and work as studio musician.

Thanks for taking the time to look over my curriculum vitae. If you haven't already done so then please visit my portfolio at:
freshgrafix.net

I look forward to hearing from you soon.

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