

# DALE ATKINSON

401 East Holston Avenue #2  
Johnson City, TN 35601

423.833.1195

dale@daleatkinson.com

## EDUCATION

East Tennessee State University  
B.F.A. Concentration Graphic Design/Illustration, 2001

## EXPERIENCE

### Austin & Company - Graphic Designer/Creative Director

October 2002-Present

Responsible for all duties related to art direction and graphic design including but not limited to:

- Developing ideas for campaigns and collateral
- Laying out ads, magazines, brochures, and other materials
- Designing logos and branding materials
- Designing product packaging
- Art directing photo shoots
- Sourcing materials and dealing with partners such as printers
- Meeting with clients and performing presentations
- Designing web sites and interactive pieces
- Creating illustrations and taking photos

### Freelance - Graphic Designer

January 2002-Present

Designing, and illustrating collateral and merchandise for music groups including regional rock bands and Grammy-winning a cappella group The Swingle Singers.

## COMPUTER SKILLS

### Proficiency with:

- Adobe Creative Suite Design Applications: Photoshop, Illustrator, InDesign
- Adobe (Macromedia) Freehand
- Quark Xpress

### Other Software:

- Adobe Creative Suite Web Applications: Dreamweaver, Flash
- HTML, CSS
- Joomla (CMS)
- Wordpress (as a CMS)
- Microsoft Office

## HONORS

Tri-Cities Metro Advertising Federation 2003-2004 Addys:

Awarded Gold Addys for: Logo, Packaging, & Self-Promotion  
Awarded Silver Addy for: Illustration

Tri-Cities Metro Advertising Federation 2004-2005 Addys:

Awarded Silver Addys for: Packaging (2), Self-Promotion, Brochure, and Illustration

Tri-Cities Metro Advertising Federation 2010-2011 Addys:

Awarded Gold Addy for: Logo

## EXTRAS

- Served on 2004-2005 Tri-Cities Metro Advertising Federation Addy committee
- Attended 2007 HOW Design Conference, Atlanta, Georgia
- Attended 2008 HOW Design Conference, Boston, Massachusetts

References available on request.

Portfolio can be found at <http://www.daleatkinson.com>