



NEILFERGUSON

Expertise in art direction and graphic design across a wide spectrum of projects for both print and online channels. Skills include photo editing and special effects, photography, print production, web design and editorial illustration. Highly skilled in writing and editing. Expert-level proficiency with Adobe CC InDesign, Photoshop and Illustrator. Proficient with WordPress, Wix and Final Cut Pro, among other software tools.

EXPERIENCE

Freelance Graphic Designer

Ongoing

Freelance graphic design, website creation, video editing and production, and illustration. Clients have included Athens Group, Hospitality Financial and Technology Professionals, novelist Sarah Bird and the Texas Society of Association Executives, as well as CD and DVD packaging design for Sara Hickman, Tish Hinojosa, the Austin Lounge Lizards, Ian Moore, Ruthie Foster and Blue Corn Music, among others.

Art Director and Editor

Independent Bankers Association of Texas Austin, Texas 2018–2021

Designed, wrote and edited *The Texas Independent Banker*, a quarterly four-color magazine distributed (in print and online) to members of the trade association. Duties also included working with freelance writers and photographers, illustrating feature articles, creating ads, coordinating with printers and budgeting. Also wrote, edited and designed *Bankers Digest*, a weekly 12-page newsletter distributed (in print and online) to members of the banking industry in the Southwest U.S. Upon my hiring, I managed the process of bringing the production of both publications in-house after years of outsourcing. In addition, I maintained the *Bankers Digest* website, posting weekly updates, creating bi-weekly e-newsletters and creating photo illustrations for each post.

Art Director and Editor

Association of Progressive Rental Organizations Austin, Texas 1996–2017

Designed, wrote, edited and illustrated *RTOHQ: The Magazine*, a bimonthly four-color publication distributed internationally (in print and online) to members of the association. Duties also included coordinating with freelance writers, illustrators and photographers, as well as photographing and illustrating for the magazine. Designed, wrote and edited approximately 50 additional pieces annually for the association, including brochures, trade show graphics, logos, print and web advertising, and presentations.

Art Director and Assistant Editor

Texas Restaurant Association Austin, Texas

Designed and illustrated monthly four-color magazine, *Food & Service*. Designed and produced approximately 80 additional pieces annually, including advertising, brochures, trade show graphics and logos.

Assistant Art Director

Capital Printing Company Austin, Texas

Designed, illustrated, specified type and color, and did stat camera work for 15 monthly four-color magazines and other print materials.

CONTACT

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EDUCATION

Bachelor of Journalism
University of Missouri
School of Journalism
Columbia, Missouri

COMMENDATIONS

“Best Trade Association Magazine,” Silver Award, Association Trends

“Most-Improved Magazine” and “Best Annual Report,” American Society of Association Executives Gold Circle Awards

“First-Place Award for Convention Attendance Promotion,” International Association for Exposition Management

“Best Four-Color Magazine” and “Best Graphic Design,” International Association of Business Communicators, Austin Chapter

Work included in *Print* magazine’s Regional Design Annual