



Neil Ferguson

GRAPHIC DESIGN

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, Elementor, 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, Lammes Candies 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 the record label Blue Corn Music, among others.

Art Director and Editor
Independent Bankers
Association of Texas
Austin, Texas
2018-21

Designed, wrote and edited *The Texas Independent Banker*, a quarterly four-color magazine distributed to members of the trade association. Worked with freelance writers and photographers, illustrated feature articles, created ads and coordinated with printers. Also wrote, edited and designed *Bankers Digest*, a weekly 12-page newsletter distributed 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, producing 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 and edited *RTOHQ: The Magazine*, a bimonthly four-color publication distributed internationally 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 and illustrated for 15 monthly four-color magazines and other print materials. Also assisted in other departments, including plate-making and binding.

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

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

Work included in
Print magazine's Regional
Design Annual