



Howard Theriot

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33 years of real-world experience.

I started freelancing straight out of school in 1989. I cut my teeth on rubylith and I've grown up big and strong on a healthy diet of print & web design with a rigorous regimen of project management, team leadership, and client hand-holding.

I can juggle.

Not like a clown. I excel at keeping track of many specific tasks while maintaining momentum to keep things moving.

I'm a jack of all trades.

General knowledge is key to adequately guiding, coordinating, and communicating with clients and co-workers of varying specialties and skill levels. Sometimes it's good to be a master of none.

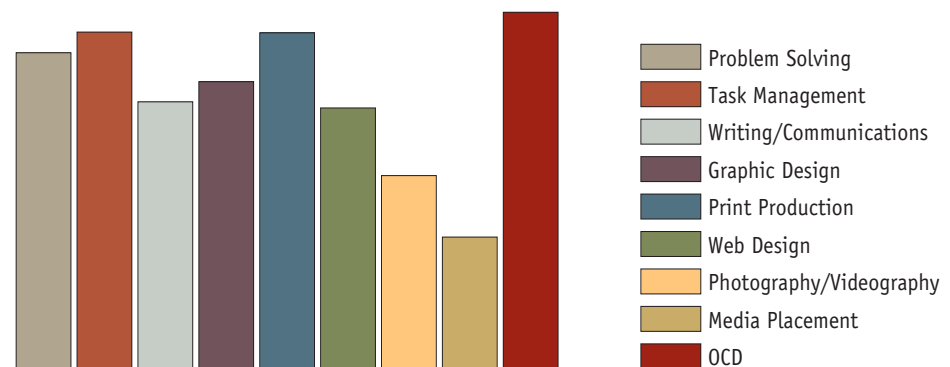
I can see the forest and the trees.

I'm detail-oriented, but always know where I stand in the grand scheme of things.

I'm always looking for new opportunities.

I'm lucky enough to keep a steady flow of bread & butter work, but right now I'm between large projects. I'd love to meet and learn about what you've got going on.

Skillometer.



Interested?

Take a gander at www.catchlight.com, then give me a shout at 512-934-4389.

Education.

TSTI-Waco, 1989 (Cumulative GPA 3.8)

Associate of Applied Arts, Commercial Art & Advertising

Work history.

Catch Light Productions

1989-1994, Early focus on print design and mechanical prepress.

Primary client base: ad agencies, small print shops, small business owners.

Diverse experience including typesetting, mechanical art, & TV story boarding.

1995-2001, Heavy focus on print design and digital prepress.

Primary client base: commercial print shops, credit unions, small business owners.

Heavily involved with design and production of print materials for Texas credit union cooperative marketing efforts against banker lawsuits.

2002-Present, Shift to full-service studio with focus on branding, media, and websites.

Primary client base: small business, franchise owners, corporate marketing departments.

Became accredited advertising agency in 2005.

Expanded business with turnkey web development and managed hosting solutions.

Client highlights.

Alphabet Soup, Inc. (development & management of Jason's Deli marketing portal)

ARAMARK Dining Services (college campus food court POS materials)

Community Resource Credit Union (print design & POS materials)

Creative Impressions Printing (print design & prepress production)

Total Petrochemicals (internal quality assurance campaign)

Great American Cookies (video production, print design, media placement & PR)

The Natural Gardener (website design & development)

Nautical Boat Club (brand management)

Wenzel Spine (website design & hosting)

Core skill set.

Graphic Design, Illustration & Photography

Production (web, print, POS & outdoor)

Copywriting (advertising, PR & technical)

Project Management (documents & assets, budgeting, scheduling, tasks & milestones)

Media Planning & Placement (broadcast, print & online)

Software knowledge.

Mac OS X

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat Professional)

Atom, Visual Studio Code, Sublime Text (code editors)

Craft CMS, WordPress, Joomla (website CMS)

Zurb Foundation, Twitter Bootstrap (responsive HTML/CSS framework)

Quickbooks Pro (small business accounting)

Google Apps (email, calendar, document collaboration)