

# Jacob Gutter

## Objective

To utilize my skills, knowledge, and experience gained from my education at Rochester Institute of Technology and my work experience to attain a full-time position in the field of Print/Digital Media and Web Development.

## Education

Rochester Institute of Technology

Degree: Bachelor of Science in Print Media; 2009

Degree Concentrations: Print Workflows

Minor: Criminal Justice; 2009

Certificate: Web Programming; 2015

## Proficient in

- Solidworks
- AutoCAD
- Adobe InDesign, Photoshop & Illustrator
- Microsoft Office Suite
- Proficient in Mac and Windows operating systems
- Web Development: HTML, CSS, JavaScript, and PHP, Wordpress, Drupal

## Professional Experience

### Silberman School of Social Work at Hunter College

#### Publications Design Production Coordinator (Nov. 2012 – Present)

- Organize publications and communications projects from inception through final stage in a variety of print and digital media
- Prepare materials and creates graphic designs utilizing logos, templates and other graphic elements
- Apply College-wide graphic and technical standards to insure quality and consistency of College identity
- Assist in coordinating production in a variety of media and formats, both print and digital
- Oversee the production and maintenance of campus website as well as affiliate websites. Assisting in designing and coding the websites

### Cosimo's Restaurant Group, New Windsor, NY

#### Graphic Design / Print Workflow Technician (Nov. 2008 – Nov, 2012)

- Utilize InDesign to streamline print workflow
- Redesign and edit current restaurant menu for 8 restaurants

- Conceptualize and design various print and digital marketing/advertising materials
- Oversee social media marketing campaigns
- Brainstorm and implement innovative marketing strategies
- Retouch images using Photoshop for print & digital distribution
- Liaison for third party print vendors

### **JG Designs**

#### **Freelance Graphic Design and Print Media Consultant (May. 09 –Present)**

- Donate my services to non-profit organizations and startup businesses
- Design logo and develop brand identity
- Redesign websites to accommodate new functionality and improve retention

### **School of Print Media at Rochester Institute of Technology**

#### **Print Media Lab & Digital Publishing Center**

##### **Lab Technician & CSR**

**(Sept. 2006 – Aug. 2009)**

- Responsible for printing on different types of stocks and devices
- Preflight and troubleshoot file issues
- Prepress Soft Proof and Hard Proof
- Experimented with color management and build print profiles

### **Orange County Choppers Newburgh, NY**

#### **Advertisement Design and Printer Liaison**

**(June – Sept. 2008)**

- Designed advertisements for national motorcycle magazines and local media outlets
- Coordinated with motorcycle magazine printers and advertising departments
- Interfaced with local print vendors to obtain information for print production
- Proofed advertisement materials for quality assurance
- Retouched images using Photoshop for print and digital distribution

### **Orange County Choppers Showroom, Montgomery, NY**

#### **Sales Professional / Inventory Maintenance / Store Point of Sales**

**(June 2005 – Sept. 2007)**

- Managed the stock room and stock product displays
- Welcomed customers and provided exceptional customer service
- Oversaw display and window visual merchandising
- Maintained technical knowledge of showroom motorcycles to properly represent them to clients

**Clubs /  
Organizations**

**Rochester Institute of Technology's Formula SAE Racing Team  
Mechanical Engineering Machine Shop, Building 9 (Sept. 2005 – 2007)**

- Fabricated and machined complex parts to precise specifications
- Experience on vertical mills, lathes, welding, and various other fabrication tools
- Troubleshoot mechanical issues with fellow team members
- Constantly learned fabrication skills and techniques from senior team members

Portfolio Website: <http://www.JacobGutter.com>