

Kristoffer Tronerud

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SUMMARY of SKILLS

- A Career devoted to Graphic Design: Art Direction and Production Supervision of all forms of printed and electronic media: Brochures, Collateral, Packaging, Magazine & Newspaper Advertising Campaigns, Catalogs, POP Display and Signage, Direct Mail, Presentations, Book Design, Websites & CD-Rom design.
- Expert user of QuarkXpress, InDesign, PhotoShop, Illustrator, Front Page, Acrobat. Fluent in Powerpoint, Dreamweaver, MSWord, Excel, GoldMine, SBT, PageMaker, FrameMaker. Equally at home in PC & Macintosh Networked Environments. General computer troubleshooting skills.
- Experienced in all aspects of Pre-press. Managed virtually all projects in this resume from concept/design through comp, layout, file prep, pre-press, vendor interface and press proof.
- Experienced Photographer. Significant Copywriting experience.
- Experienced Illustrator, Editorial & Technical, Electronic & Traditional Media; 3-D Modeling & Cartooning. Color Correction, Image Compositing. Fluent in French.

SUMMARY of EMPLOYMENT

- **Bank of America - Design Consultant** **December, 2007 - March 2008**
- **Gillette - Packaging Design/Production Consultant** **March, 2006 - May, 2007**
- **Anver Corporation - Manager of Graphic Design** **Sept., 1996 - Nov. 2005**
 - Designed/Managed publication of high volume of Sales Brochures, Sell Sheets and Data Sheets, Magazine & Journal Advertising, thumbnail to print. Published high volume of 20-150 page technically oriented yet very attractive catalog/ brochures. Graphic Designer on team which developed Anver Website from scratch; Anver section of the Thomas Register CD.
 - Designed, implemented and installed fully electronic design & publishing system to replace outmoded typesetting/mechanical-style art department.
 - Managed, and principal photographer for, in-house Photography Dept., providing state-of-the art digital photography and video for web and collateral print.
 - Management of advertising campaign; placement, maintenance of relevant database.
- **Diecraft, Inc. - Senior Designer** **June, 1995 - July, 1996**
 - Designed and executed Point-of Purchase Displays, Applied Graphics and Signage, (end-caps, aisle etc.), in-store pricing materials, character illustration.
 - Responsible for maintaining 'Look and Feel' graphic standards of licensed Disney and Warner Brothers characters for all tie-in products.
 - Managed all graphics functions, incl. reprographics and silk screen pre-press.

- **The Gillette Company - Packaging Designer** **May, 1994 - June, 1995**
 - Brought in as consultant to design and implement all-new shelf packaging for entire Papermate Pen product line.
 - Contract extended to include design of new box, blister card and Value-Pack packaging, POP & BBOs for Waterman & Parker Pen, and Liquid Paper lines.
- **Techniscribe, Inc. - Senior Designer/Graphics Mgr.** **Feb., 1987 - March, 1994**
 - Designed and produced Technical Documentation, Promotional and Educational Materials, Photography, Consumer Canvassing materials and Mailings for a wide variety of High-tech clients, such as Toshiba, Analogic, Dynisco, Datasonics, Coulter, Sequoia, Sepracor, Whistler.
 - Traveled to many of these company sites to meet with engineers, product managers to gather product information for developing collateral materials.
 - *In all above positions (except Gillette) responsible for hiring, training, supervising artists, designers, (in some cases writers), Typographers and Contract Personnel, Project Scheduling, Workload Management, Supply and Equipment Inventory and Acquisition, Maintenance of Corporate ID Standards and interface with Printing, Photo, Design and Manufacturing Vendors.*

Free lance:

- Major Consulting and Free-Lance projects for Hasbro, Avco Research, Northrup Aviation, Hughes Aircraft, Data General, Digital Equipment, Dennison, DeMoulas Market Basket, Roche Brothers. Concentration in Packaging, Collateral and Marketing Presentations.

Education:

- Boston University School of Fine Arts
- New England School of Photography
- Cambridge High and Latin School

References on Request