

DOUG MAYFIELD

GRAPHIC DESIGN

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PROFESSIONAL EXPERIENCE

614 MEDIA GROUP

Columbus, OH, April 2011 to December 2015

614 Media Group provides integrated, targeted advertising solutions through niche publications and websites.

Lead designer of *(614) Magazine*, May 2015 to December 2015

(614) Magazine is an award winning monthly publication about everything Columbus.

Lead designer of *Stock & Barrel*, September 2014 to December 2015

Stock & Barrel is an award winning quarterly magazine with a unique perspective on the food and drink scene in Columbus.

Lead designer of *FIT Columbus*, November 2013 to December 2015

FIT Columbus was a quarterly magazine about fitness, health, and nutrition in Columbus.

As the lead designer of these three magazines, I collaborated with editors, writers, designers, photographers, and account executives to create engaging magazine covers, layout, and illustrations. I also led the process of preparing and sending files for print.

Art director for *Restaurant Week Columbus and Baton Rouge*

January 2012 to December 2015

Restaurant Week Columbus and Baton Rouge are biannual events that offer discounted three-course meals at participating restaurants with a portion of the proceeds donated to the Mid-Ohio Foodbank and the Greater Baton Rouge Food Bank.

Conceptualized and executed several visual marketing campaigns for Restaurant Week Columbus and Restaurant Week Baton Rouge, which both grew progressively larger during my time as the lead art director. I oversaw the design and production of posters, table tents, check presenters, billboards, as well as print and web advertisements.

Lead designer of *DIG Baton Rouge*, April 2011 to October 2013

DIG Baton Rouge is a weekly newspaper that covers news, events, and sports at Louisiana State University and Baton Rouge.

Communicated with editors, writers, and account executives in Baton Rouge remotely from Columbus to deliver a well-designed, visually compelling magazine every week. My responsibilities included laying out articles with photos, designing covers, placing advertisements, preparing files for print, and publishing content online.

F+W Media, Cincinnati, OH, August 2008 to October 2009

F+W connects passionate, like-minded groups of people to share an ongoing exchange of information, ideas, and inspiration.

Designed fine art and woodworking books from the planning stages through production, and marketed F+W products by designing consumer catalogs and web advertisements.

INTERNSHIPS

SGDP (now called Simple Truth), Chicago, IL, June to August 2007

Simple Truth is a communications design agency.

Collaborated on rebranding projects, designed corporate brochures, and developed direct mail marketing campaigns.

Landor Associates, Cincinnati, OH, June to August 2006

Landor Associates is a branding and design consultancy.

Designed logos, packaging, and point-of-sale displays.

Cannon Design, Buffalo, NY, June to August 2005

Cannon Design is an architectural engineering and planning firm.

Refined layouts for print pieces and finished print materials.

EDUCATION

School of the Art Institute of Chicago, Chicago, IL

August 2006 to May 2008

Bachelor of Fine Arts with emphasis in Visual Communication

University of Cincinnati, Cincinnati, OH

College of Design, Architecture, Art, and Planning

September 2003 to May 2006

FREELANCE WORK

Clifton Market, Cincinnati, OH, October 2013

Designed the primary and secondary logos for a grocery store being funded co-operatively in the Clifton community of Cincinnati.

SKILLS

Adobe Creative Suite, Microsoft Office, WordPress, magazine and book layout, typography, marketing, logo design, poster design, user interface design, web and print advertising, illustration, screen printing, drawing, painting, traditional and digital photography