

le sheppard

457 durham road . newtown pa 18940 . 215.860.6208

digital artist, creative designer, manager, teacher, and entrepreneur ...
working in every level of the publishing / design / creative business
From concept to creation to product -- Nothing but the best

Here are links to my resume, web site, and art pages ...

TSGcreations.com . TSGcreations.com/resume.pdf . theSHEPPARDgroup.com/art.html

Please let me know if my skills and experience match your needs ...

Experience ...

It's that simple. Knowing how to and when not to. Seeing what's right and what's best for the customer. A love of the creative process as well as a deep desire to produce the best. That's Le Sheppard, an Artist with a Pen, a Brush and a Mouse.

Who is Le Sheppard ...

Digital Artist with 25 years experience in every level of the print, publishing, and the creative industry (from management to speed print to prepress to design). Detail oriented with client relations experience, computer skills and creative insight. Demonstrated success in productivity improvement, client service, sales and meeting deadlines. An artist with enthusiasm for client satisfaction and corporate success.

What have I done in this career ...

In my design career I have worked in every level of the design, digital artistry and production industry design everything and anything from newsletter, brochures, ads, direct mailers, etc. - to prepress retouching PhotoShop work - to high end prepress press prep - to managing art departments and designing production networks and processes - working in small shops to high end New York houses from Philly to New York - working with clients such as Lord & Taylor, Johnson & Johnson, TYCO Toys, Mars / M&M, GAF, Shady Brook Foods, Merck, Sunshine Foods, and SO much more. I've designed web sites for many many companies and individuals from politician to companies. Plus I taught digital design at Berkeley Corporation and on site for many small to medium size companies. Quite the career taking to all levels of the publishing, digital artistry and creative industry. **Since 06.03 have owned and operated alone TSGsports which is now TSGcreations - <http://www.TSGcreations.com>**

Passion ...

Simply put - creation. My passion is to create. A company, a design, a concept, a song, or a process that flows. My work, my best work has always been when I am allowed and able to create. From my days as an art student to my songwriter years into my digital artistry - my simple passion was to create. I still find myself searching for new ways to create.

Art skills ...

A "creative eye" in the work environment developed through 25 years of dealing with the public, music and art clients. Art background in pencil, pen and ink, charcoal, pastels, watercolor and oils.

Digital skills ...

Digital Artistry. Hands-on experience with Macintosh and PC computers using the following applications: QuarkXPress, Illustrator, Photoshop, FreeHand, PageMaker, and many more

Client Service ...

Sales, promotion, office management, marketing, expenditures and customer liaison services.

History / Education ...

- Desktop Publishing - 1989 Berkeley Corporation, Bala Cynwyd PA
- Management and Sales - 1989-90 The Advancement Group's "Personal & Professional Goal Setting" and AAI's "Professional Selling Skills"
- Fine Arts - 1981-83 Montgomery County Community College (drawing) and Plymouth-Whitemarsh Evening classes (painting, drawing)

History / Work History ...

- TSGcreations (TSGSPORTS) - 6.03 to present / Custom Designed Products / Digital Artistry / Newtown PA - Owner
- GSB / Custom Soccer Ball - 10.99 - 5.03 / Creative Services Manager / Web, design, production, management 60K / Langhorne PA ... I was the creative link in the entire process. Managing and producing ball designs. Webmaster, design, maintain the web site, the web infrastructure. Managing and producing all marketing materials. Also I managed sales support. Managing and producing advertising materials. Running operations and production. Ordering and proofing working with domestic and overseas suppliers
- Allegra Print and Imaging - 99 / Creative Services / Prepress Manager / 55K / Langhorne PA
- DiMark & Harte Hanks - 97 thru 99 / Digital Prepress Artist freelance digital artist / Langhorne PA
- Neibauer Press - 97 - 99 / Creative Services & Prepress Manager / Warminster PA
- ECI - 97 / Digital Prepress Artist, Edgewater NJ
- Eagle Affiliates, Inc. - 95 - 97 / Creative Services Manager, Harrison NJ
- theSHEPPARDgroup - 90 thru 95 (Self-employed - see below) System Consultant, Instruction & Design, Spring House PA ... Clients - CyberShop (web art) Montclair NJ - Miles Associates (multimedia art) Montclair NJ - The Cherokee Group / East Brunswick NJ - Geraghty & Roman, Inc. / Systems & Production Manager, East Brunswick NJ - Clients: Sunshine, Tyco, APlus - Curt Crane Productions - Merck & Co - Alli Design / Susan Beard Design - Thomas J Paul producing work for Nabisco, M&M/Mars, Johnson & Johnson, Arm & Hammer & Rocco / Shady Brook Products - Serody/Crane Associates - VT Graphics / Digital artwork for corrugated printing plates - PCI Group - Comp USA - Apollo Design - Cavanaugh Communications - Letven Diccicco & Battista - Roska Direct Marketing - Kaufman Advertising - CEL0057 / FrightX - Fencor Graphics
- Berkeley Corporation - 89 thru 90 / Instructor - instructed software including QXP, PM, Illustrator, FHD, Systems. Supervised computer labs and scheduled classes. Hardware / software maintenance, network management and troubleshooting. Design work. -- Bala Cynwyd PA
- MUSIC - 74 thru 90 - Le Records & Le Sheppard Publishing (BMI Publishing) Songwriter, performer, producer. Writing, producing, packaging and selling original music (TSGcreations.com/music.html).

Thanks for taking the time to consider my resume. References upon request.

Email me at le@TSGcreations.com
or call 215.860.6208

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