

LM

Larry McCormick

Professional Summary

- Excels in effectively communicating with clients, understanding their requirements, and articulating design concepts.
- Prioritizes the needs and goals of the clients, always striving to deliver designs that align with their vision and brand identity.
- Extensive experience in graphic design enabling the creation of fresh and innovative ideas to the table.
- Pays meticulous attention to detail, ensuring that every design element is carefully considered and executed to perfection.
- Adept at managing multiple projects while meeting deadlines, and delivering exceptional results within the given timeframe.
- Adaptability and Flexibility: Larry embraces change and is adaptable to evolving client requirements.
- Approaches challenges as opportunities for growth and innovation. He is skilled at identifying and resolving design-related issues, offering creative solutions that meet the client's objectives while maintaining the highest design standards.
- Conducts himself with professionalism and integrity in all interactions with clients.
- Committed to ongoing learning and professional development, constantly expanding skill sets to deliver cutting-edge design solutions that meet the evolving needs of clients.

Work History

SignEdge Graphics, Inc - Graphic Designer

07/2016 - Current

- Various Freelance Work Over The last few years and still actively being hired currently
- Created visually compelling designs for various print and digital materials, including brochures, banners, logos, and websites.
- Web Design: Developed and maintained user-friendly websites with focus on aesthetics, functionality, and responsiveness.
- Brand Development: Collaborated with clients to establish and enhance their brand identity through effective design strategies.
- Social Media Marketing: Implemented social media campaigns to increase brand visibility and engage with target audiences.

Monotone Music - Senior Graphic Designer

01/2001 - Current

- Led the design team in creating captivating visuals for album covers, promotional materials, and merchandise.
- Web Design: Developed and maintained the company's website, ensuring an intuitive user experience and seamless functionality.
- Brand Development: Worked closely with artists to develop their visual brand identity, reflecting their unique style and musical genre.
- Social Media Marketing: Utilized social media platforms to build a strong online presence, connect with fans, and promote new releases.

Bitbox International - Head of Operations & Graphic Designer

West Palm Beach, FL

01/2019 - 01/2022

- Various Freelance Work Over The last few years and still actively being hired currently
- Web Design: Designed and developed the company's original website, ensuring a user-friendly interface and seamless navigation.
- Brand Development: Collaborated directly with ownership to establish and refine the company's brand identity, incorporating visual elements that aligned with the business objectives.
- Business Structure Development: Worked closely with ownership from the company's launch, assisting in developing the business structure and establishing efficient workflows.
- Ownership Transition: Successfully supported the company until February 2022, working closely with the ownership during the transition period after the sale of the business.

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🌐 www.monotone.us/

Websites, Portfolios, Profiles

- www.signedgegraphics.com/
- www.linkedin.com/in/larry-mccormick-exzaktart/

Skills

- Adaptability and Flexibility
- Design Modification
- Social Media Graphics
- Creative Artwork Design with the ability to create anything imagined
- Logo Creation
- Design Execution
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Facebook / Instagram / TikTok / Twitter
- Full Website design experience HTML/ CSS / Elementor / WooCommerce
- Microsoft Word / PowerPoint

Education

04/1995

School Of The Museum of Fine Arts

Boston, MA

Associates Degree: Graphic Design