



Curriculum Vitae package for **Chip McElroy, MFA**



My name is **Arthur J. "Chip" McElroy**. A graphic designer. A professor. A brand steward. A connector of the dots. Creativity applied to print, packaging, web, and interactivity.





Jon Hilton
Contract Administrator
Jack & St. Malo Project

Deepwater Exploration & Projects
1400 Smith St.
Houston, TX 77002

November 11, 2009

To: Whom it may concern

Re: Letter of Reference for Arthur McElroy

To Whom it May Concern:

I have known Arthur McElroy in a variety of capacities for many years. We were co-workers at WilsonMiller, Inc. in Naples Florida for approximately 3 years. We worked in the business development side of the firm coordinating proposals for the solicitation of engineering work throughout Florida. Our success was a direct result of Arthur's ability to create artwork and layouts which effectively told the story of the company. The average success rate for proposals is approximately 30%. During our time at WilsonMiller we averaged a 60-70% success rate. In addition, he was my partner in a small web business where he was responsible for creating all of the artwork and layouts for websites which we designed and launched for small business around the Naples area.

Arthur is extremely organized, highly efficient, very competent, and has an excellent rapport with people of all ages. His communication skills, both written and verbal, are excellent and he is very comfortable in an academic, as well as a business setting.

He is truly self motivated and quite capable of performing at a very high level. He lives to impress when it comes to work. He's a great friend, co-worker, father, and husband and is probably one of the easiest people I know to be around.

In summary, I highly recommend Arthur for any position or endeavor that he may seek to pursue. He will be a valuable asset to your organization. I would not hesitate to recommend him for this position.

If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jon L. Hilton".

Jon Hilton
Contract Administrator
Jack & St. Malo Project

February 2, 2010

To whom it may concern:

I would like to take an opportunity to offer a formal recommendation for Arthur McElroy.

Arthur McElroy is the ultimate professional, very talented yet, modest and a true team player. I have known Arthur "Chip" for over five years. I am honored to have him as a colleague and a friend. I would highly recommend Chip for any progressive organization that strives to be the best.

Sincerely,

Kevin Barnhill

Former Enterprise Architect, WilsonMiller, Naples
Former Professor, Southwest Florida College, Fort Myers

February 1, 2008

Address

To Whom It May Concern:

My association with Chip McElroy was initiated when our fast-growing organization (currently, staff of 600) hired him to join our centralized Business Communications/Marketing department serving multiple offices to provide graphic design expertise in 2002. Chip was the perfect professional to undertake that position. The day-to-day demands upon this group range from business development support and proposal preparation to multimedia presentations, marketing communications, report preparation, and much more. The pace was challenging and the need for excellence was imperative. It was Chip's insight, creativity, technical capabilities, and his people and communication skills that enhanced each endeavor. Among Chip's attributes are the following:

- his ability to articulate his graphic intent and concepts in a credible and persuasive manner,
- the maintenance of a balanced and stable posture when under pressure,
- his dedication to meeting customer wishes and desires,
- the possession of good listening and interpretation skills,
- his ability to see the "bigger picture" to create effective and relevant graphic communications,
- his desire to embrace company culture and philosophy,
- the desire to explore and learn new technologies, and
- the depth of his creative talent and diverse output.

The academic community is very fortunate to have the career focus of Chip McElroy. His achievements at WilsonMiller were vast and respected. Without a doubt, Chip has a unique blend of graphics know-how and character traits that are a "hard-to-find" asset. This combination is essential to generating the credible results you are seeking. Without hesitation, I can recommend Chip McElroy for selection as a member of your faculty.

Respectfully,

WilsonMiller, Inc.

Andrea J. Tyson, AICP
Vice President



Arthur J. “Chip” McElroy

29036 Alessandria Circle
Bonita Springs, FL 34135
P:: 239-947-8584
e:: chip@mavengraphics.com

Career Objective

To secure an assistant/associate level position teaching all levels of graphic design.

Summary of Qualifications

- **MFA**, Graphic Design
- **BFA**, Graphic Design
- Program Manager, Graphic Design Program, *Southwest Florida College*
- Teach four classes a term, 4 terms a year
- Developed multiple online class offerings for both print and multimedia coursework
- Art Directed a 650 plus engineering firm
- Proficient In Adobe Creative Suite
- Freelance Design business since 1998
- Teach classes in advertising, illustration, branding, packaging, web design, and portfolio
- Well versed in both print and web based design
- Develop, accredit and implement both and A.S. Degree in Graphic Design and an A.S. Degree in Computer Animation/Multimedia

Achievements

- **Southwest Florida College Complete Identity Package Redesign** 2010
including letter mark, symbol mark, word mark, and combination mark applied to web, print, and multimedia.
(www.swfc.edu)
- **Art League of Fort Myers Panel Judge** 2010
- **International Design Competition for PimTim.com – Selected from 1,100 entries.** 2010
- **International Design Competition – World Culture foundation Logos** 2010
- **International Design Competition – Lambi Fund of Haiti** 2009
Logo design for t-shirt sales.
- **Florida Institute of Consultant Engineers – Member of Communications Committee** 2003-2007
- **Urban Land Institutions – Member of Communications Committee** 2003-Present
- **Collier County Education Foundation – Design Consultant** 2003-Present
- **Florida Engineering Foundation – Design Consultant** 2003-Present

Professional Experience

- ◆ Assistant/ Associate Professor, Graphic Design, Hodges University
- ◆ Program Manager, Associates of Science in Graphic Design, Southwest Florida College
- ◆ Teach 16 classes a year, oversee all day to day departmental responsibilities including retaining and recruiting current and prospective students.
- ◆ Complete redesign and rewrite of 13 core class Associates program in graphic design including syllabus and outline development and book selection
- ◆ Created an A.S. in Animation/Multimedia include sequencing, syllabus, outline, and book selection approved by ACICS.
- ◆ Develop Advertising Design bachelor's degree focus in Graphic Design.
- ◆ Redesign entire brand for Southwest Florida College including development of combination mark, brand manual, and mascot illustration.
- ◆ Develop web, print, and interactive elements for use by marketing based on new logo mark, color scheme, and type treatment.
- ◆ Work with college marketing department to generate internal and external college name recognition pieces
- ◆ Oversee 7 adjunct instructors and 100+ graphic design students.
- ◆ Create and oversee all in-house graphic design for a 650 plus engineering company with sales of over 60 million while creative director at WilsonMiller.
- ◆ Brand consultant for all external marketing material created for firm
- ◆ Oversee both intranet and extranet site
- ◆ Oversee all photography shoots for firm and direct all external consultants.

Education

- **Marywood University** 2001
MFA in Graphic Design
- **Marywood University** 1998
BFA in Graphic Design

Employment History

- **Hodges University** 2011 - Present
Associate Professor, Graphic Design
- **Southwest Florida College** 2007 – 2011
Program Manager, Associates of Science in Graphic Design
- **WilsonMiller, Inc.** 2002 – 2007
Art Director
- **MavenGraphics** 1998 – Current
Owner, President
- **KeyLink Transmedia, Inc.** 1998 – 2001
Creative Director

EVALUATIONS - Spring 2010

McElroy, C

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Avg 1 thru 20
DIG-2002 1M-1	4.89	4.90	4.90	4.90	4.80	4.80	4.80	4.90	4.70	4.90	4.80	4.80	4.90	4.80	4.70	4.90	4.90	4.60	4.80	4.90	4.83
GRA-2140 1M-3	4.94	4.94	4.88	4.94	4.82	4.76	4.94	4.88	4.88	4.94	4.82	4.94	4.94	4.71	4.76	5.00	4.88	4.65	4.88	4.94	4.87
GRA-2844 3W-1	5.00	4.86	4.71	4.71	5.00	5.00	5.00	4.71	4.71	5.00	5.00	4.86	5.00	4.86	4.71	5.00	4.86	4.86	4.71	5.00	4.88

STUDENT COMMENTS

Digital Design
Technology / 1M-1

Mr. McElroy is an exemplary instructor. He explains things in such a manner to make them easy to understand and has taught the class very well.

Love this class. I thought I was going to be lost half of the time, but Mr. McElroy, goes step-by-step on every project. He doesn't throw us to the wolves per sa.

I loved the class. He really went into detail regarding the different programs. He also provides a lot of hands-on experience. He also provides help to each student.

This is an awesome class! Mr. McElroy is a very good instructor and has great teaching technique.

Mr. McElroy has been a pleasure to have as a teacher. He made his class interesting and fun. Breat all around teacher.

Mr. McElroy is a great teacher who really knows what he is doing. He has an excellent understanding of all the software and helps great when I need help.

As of week six I'd have to say this is my favorite class. I'm learning the material quickly and favorite class. I'm learning the material quickly and effectively and having fun doing so.

Hes a great teacher very knowalageable. Keeps a nice pace but would be nice if the school upgraded the CS4.

Interactive Media /
1M-3

Mr. McElroy has exceptional teaching skills. He needs to tell his adjuncts to teach in the same style so that students can "LEARN" & not guess or assume material.

Chip is a great instructor he makes the class a fun working environment white he still helps us to master the programs of study. There were too many students scheduled for this class, and by no fault of the instructor, that caused us to Fall behind. Many students required more individual attention, which the instructor provided, but there should have been fewer students so that the pace of the class cold have been increased.

he does go a little to fast sometimes especially when your new to the programs but other than that he is a wonderful teacher.

Good Job

Chip is extremely knowledgeable of the subject. He's a wealth of knowledge.

I enjoy this College Very much. All the faculty are helpful and courteous. Mr Mc. Is Cool!
very knowledgeable of the material.

The book for this course uses outdated HTML Techniques and Standards.

Don't like the Book.

We need a game development class.

Mr. McElroy is a wonferful professor. He has taught me so much in such a short period of time! I truly enjoy him.

Advanced Concept
Development / 3W-1

Chip is great very helpful. =)

Chip is Great- very helpful Best Class so far! =)

EVALUATIONS - Winter 2010
McElroy, C

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Avg 1 thru 20
DIG-2002 2T-1	4.64	4.57	4.64	4.64	4.43	4.57	4.71	4.50	4.64	4.64	4.64	4.57	4.50	4.43	4.57	4.71	4.71	4.57	4.50	4.71	4.60
DIG-2002 2T-3	5.00	4.93	4.86	4.71	4.71	4.57	4.71	4.79	4.79	4.57	4.57	4.64	4.21	4.71	4.57	4.79	4.64	4.79	4.57	4.93	4.70
GRA-2140 3W-2	4.91	4.73	4.73	4.91	4.91	4.91	4.82	4.73	4.91	4.82	4.91	4.82	4.73	4.91	4.91	4.82	4.82	4.82	4.82	4.91	4.84

STUDENT COMMENTS

Digital Design

Technology / 2T-1

My favorite class and instructor.

Chip is a real cool teacher. He allows us students to express ourselves visually on the computer screen and is always there to guide us on the right path. His methods of teaching are unmatched and he is effective and his teaching skills. In six weeks I have learned so much in his class that i can take with me forever. Thanks Chip.

Really enjoyed this class.

of all classes this is the one I learn the most in.

Chip is very clear and offers a structured class. He lays out expectation in agenda format, offers clear concise instruction, gives' examples and then offers a practice exercise. He is the best "teacher" I have had during my assoc. degree in I.D. and I graduate next semester. He could help instructors in I.D. w/ their teaching methodologies.

Great teacher!

Digital Design

Technology / 2T-3

Mr. McElroy is a great instructor and obviously knowledgable in the subject. I can't wait to have him as an instructor again. The only thing I wish were different is that more home projects were assigned.

Chip is a great instructor, I enjoy learning from him. He has a great teaching style.

Teacher has high energy which keeps yur attention and a hands on approach which makes it very easy to follow.

This class is very enjoyable & fun!

He is a great teacher

Chip is very knowledeable. He has great suggestions. He's very positive & ethusiastic.

I like Mr. Mc's energy and enthusiasm in class. He is passionate about the class work which makes me enthusiastic and look forward to each class.

I have learned a lot from this class. Thanks Chip! Craig Soberg

Chip is a cool kid.

Interactive Media /

3W-2

Mr. Mac is an awesome instructor this is my second term with him he is very informative and always willing to walk you through step by step. I look forward to more classes with Chip.

Very intelligent & creative with projects.

Chip is awesome! Most of the time I don't get some of these complex concepts by reading alone. Chip takes the time and the step by step method to make sure all of us completely understand before we move on. Thanks Mr. Mac!

Watch Zombieland

What does it matter? You're the Boss anyway. :)

preferred primary mark



acceptable primary mark



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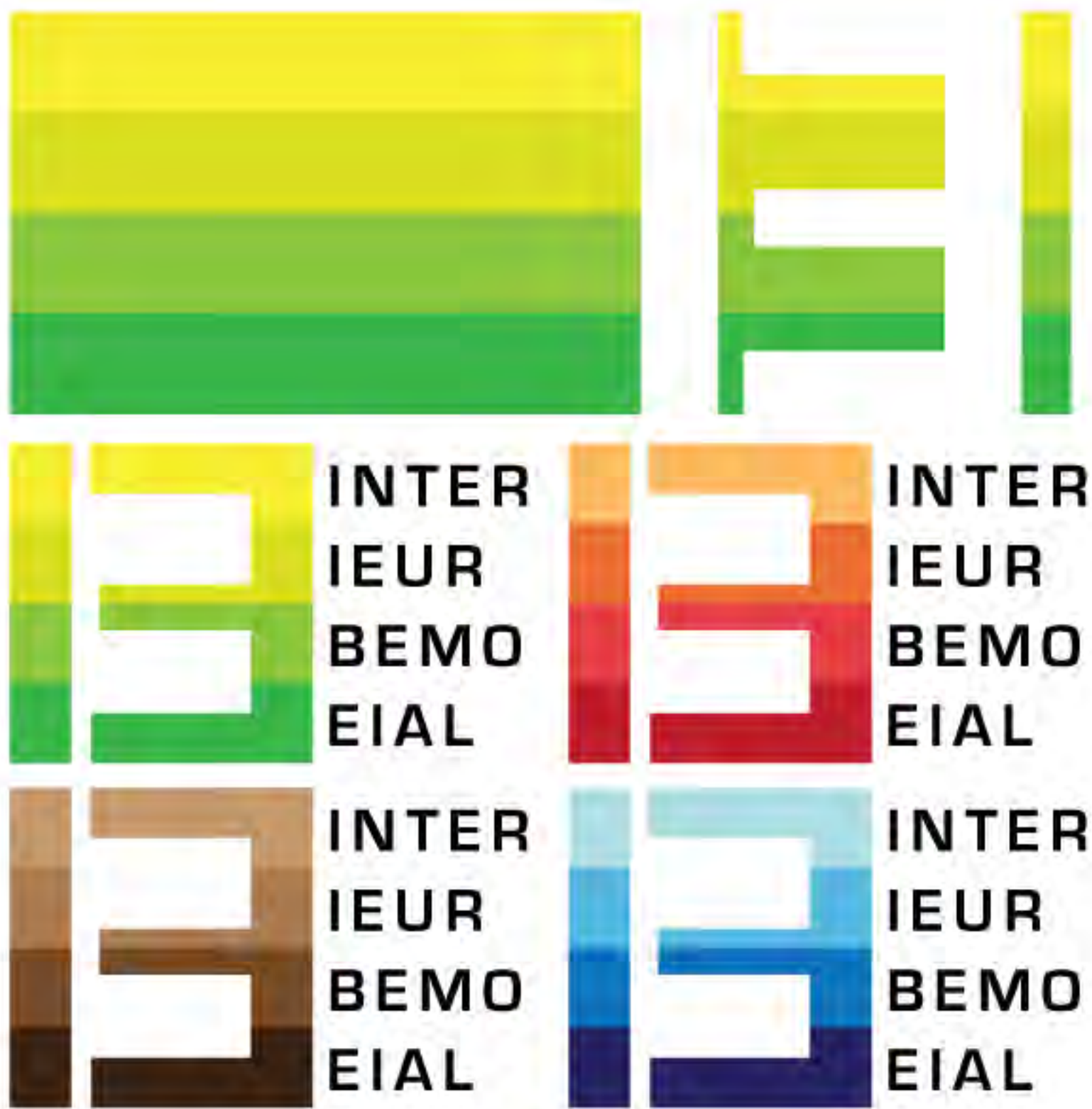


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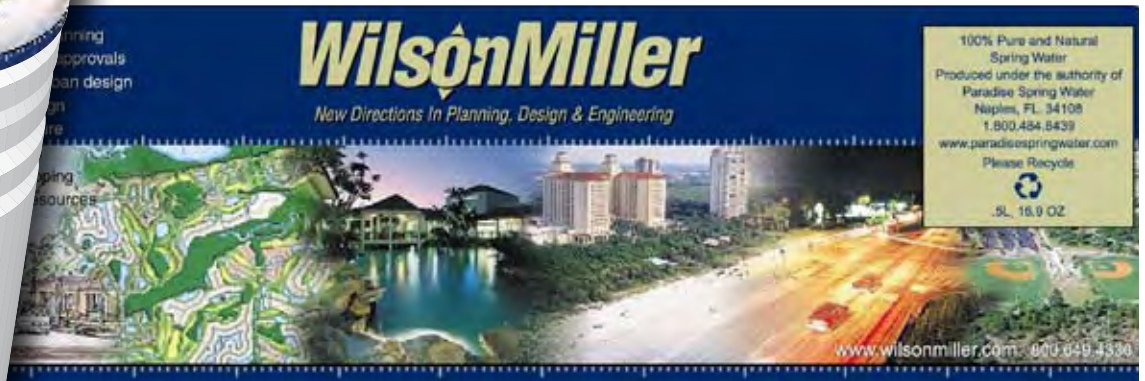
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Envelope Design



EVENT: SECOND ANNUAL LIVING WITH THE LAND CONFERENCE

PROGRAM CHAIR: Edward H. Flaherty III, Land. Arch. Manager, Johnson Engineering

DATE: JUNE 2004

OVERVIEW:

ies reviewed the present status of "green" — building practices in the Land II," held at FGCU.

f the Powell Center for Construction City of Florida and internationally t of green building. of the Florida Green Building al firm specializing in sustainable

and president of Trifecta service consulting company that providing development services to the real estate, ries in Florida.

ngineering, WCI Communities, Feasonomics

TY PROCESS IMPROVEMENT

oph Schmitt, Collier County Environmental Services

etition Review Conference co-hosted Collier County Community al (CDE) services office and The il of Collier County. Presentations /ironmental review /04, sufficient applications, examination of current Fund s for building review and round times and expediting ut sessions allowed ding and development ll as the CDE staff members se solutions for the zoning, g processes in Collier County.

Administrator, CDE Services ineering Services Director nvironmental Services Director



ULI Southwest Florida



Year In Review



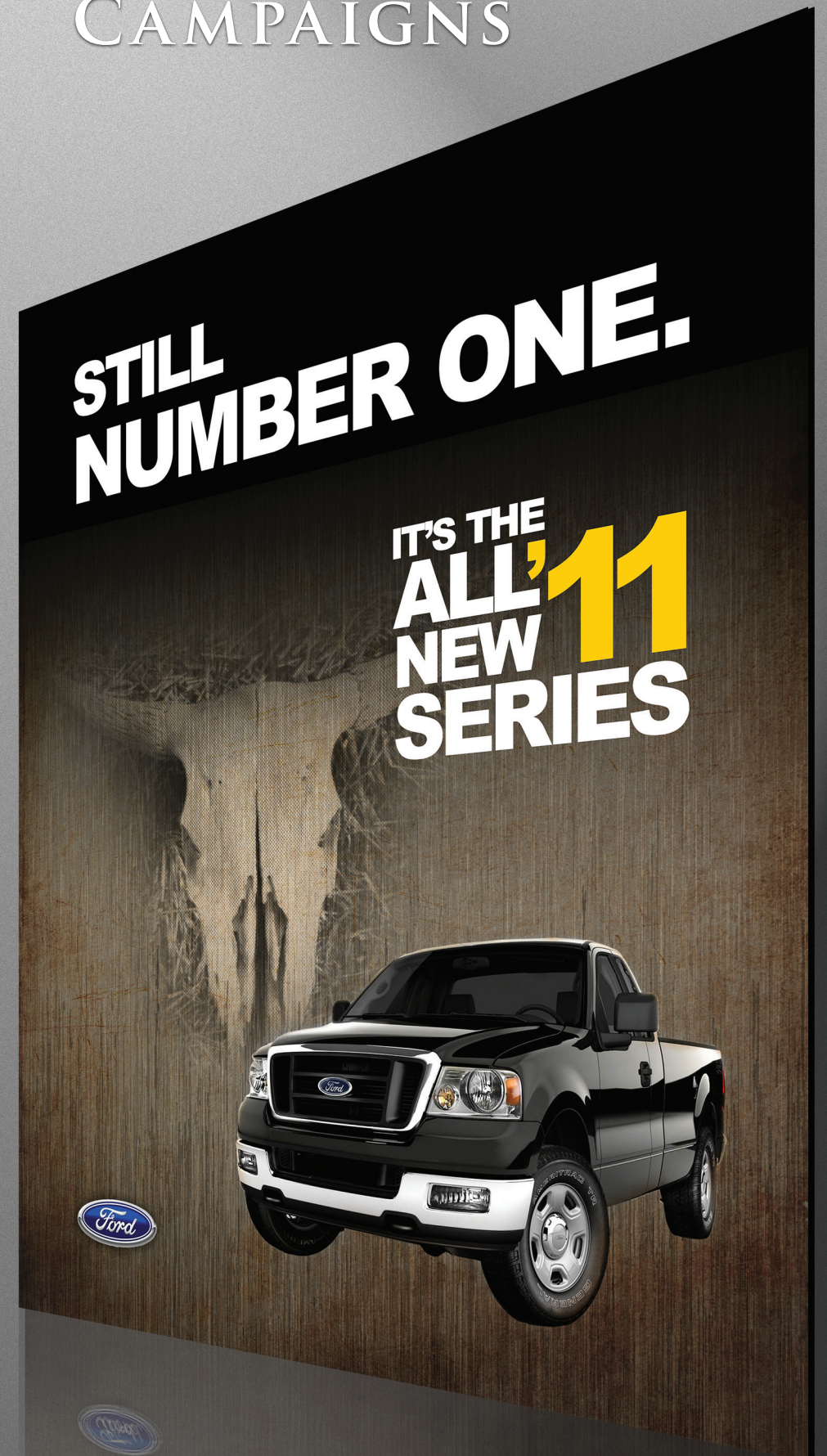
2005

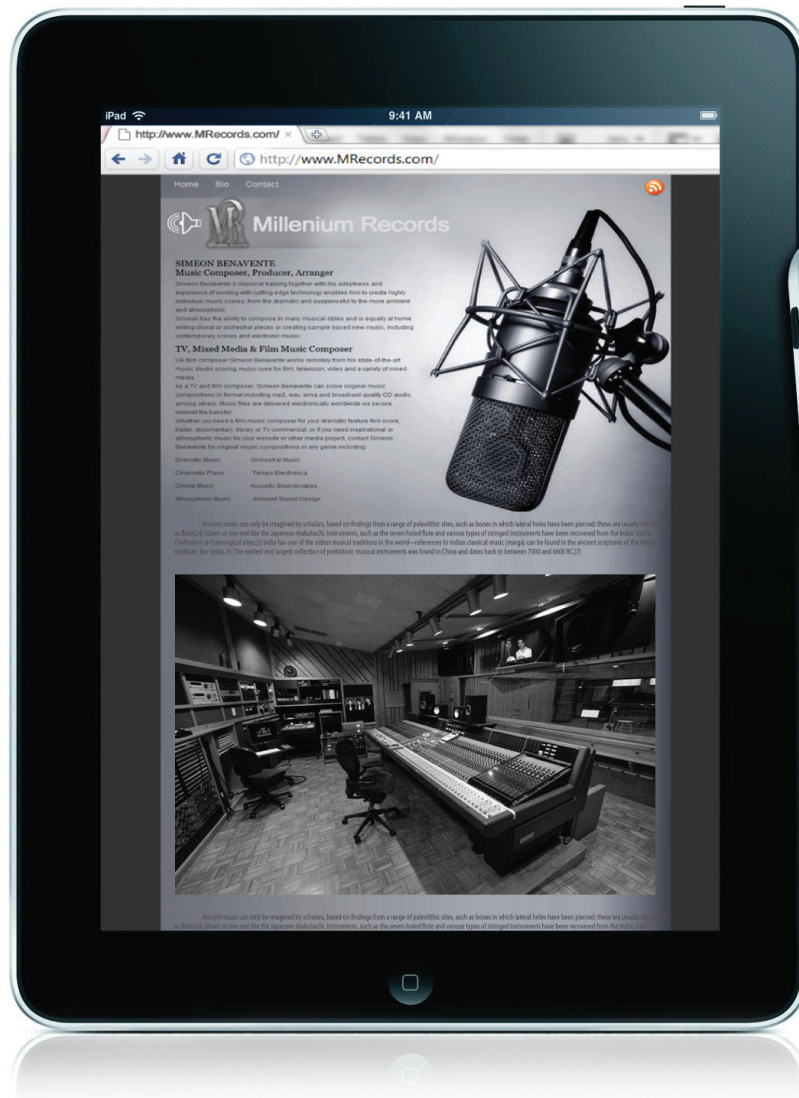
The Urban Land Institute (ULI) is a nonpartisan research and educational institute directed by its members and supported by dues. ULI neither lobbies nor acts as an advocate for any single profession or industry. Its mission is to provide responsible leadership in the use of land in order to enhance the total environment.





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Adobe InDesign project to design a magazine spread for Rolling Stones People of the Year issue. These are 2 examples of the pages.



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psyclone72studios@gmail.com mark.cesal designer

Adobe InDesign project to design a poster and ticket for an event. These are 2 examples of a fictitious symposium.

sym·po·sium

Pronunciation : \sim-pō-zē-um
Function : noun

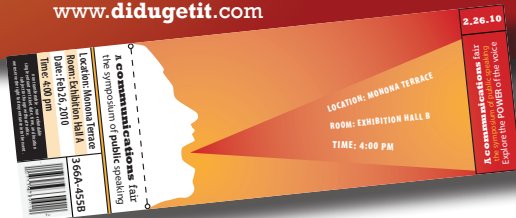
2 a : a formal meeting at which several specialists deliver short addresses on a topic or on related topics - compare colloquium

b : a collection of opinions on a subject; especially one published by a periodical

c : discussion

A **communications fair** the symposium of public speaking

02.26.10
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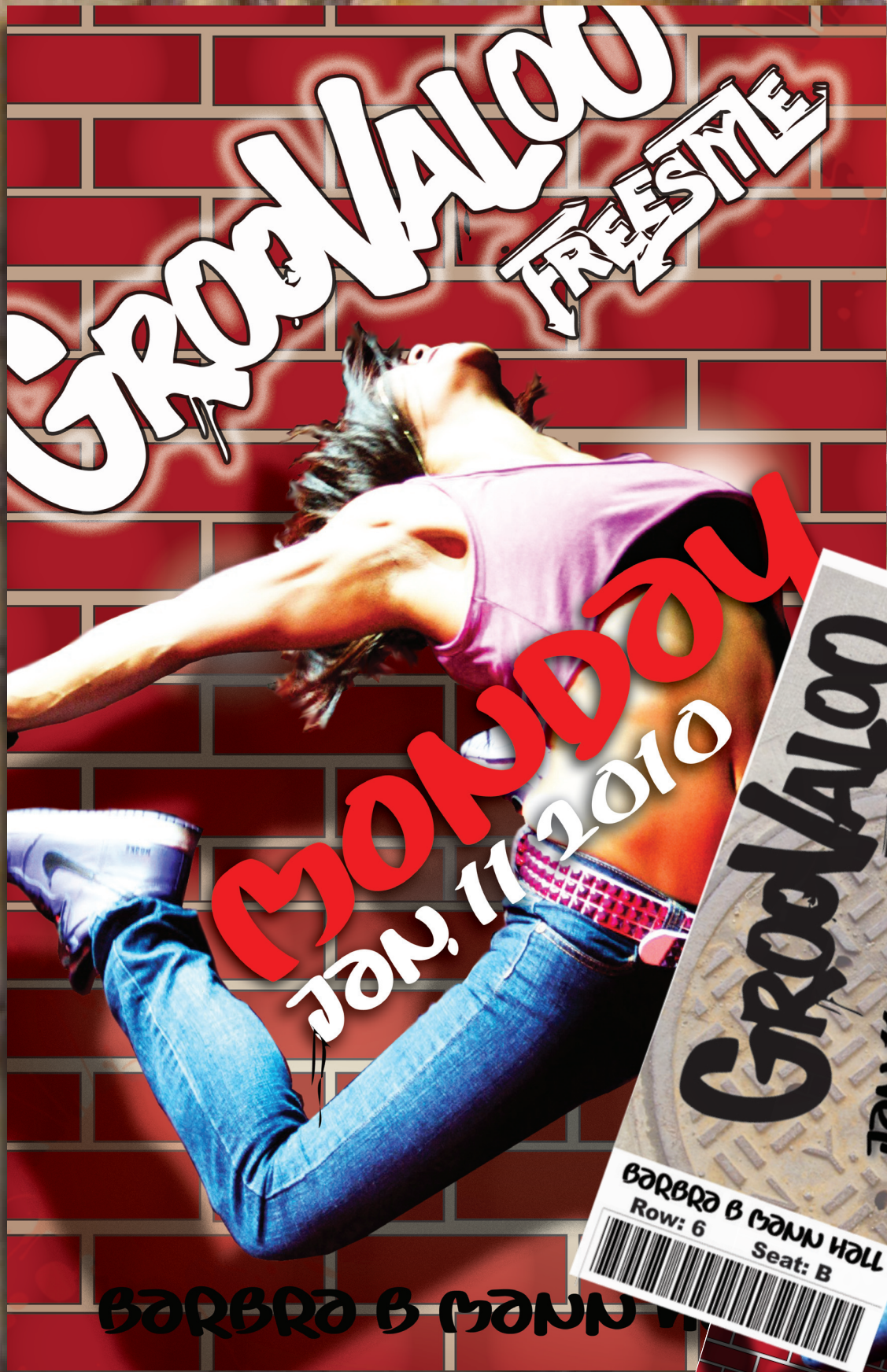
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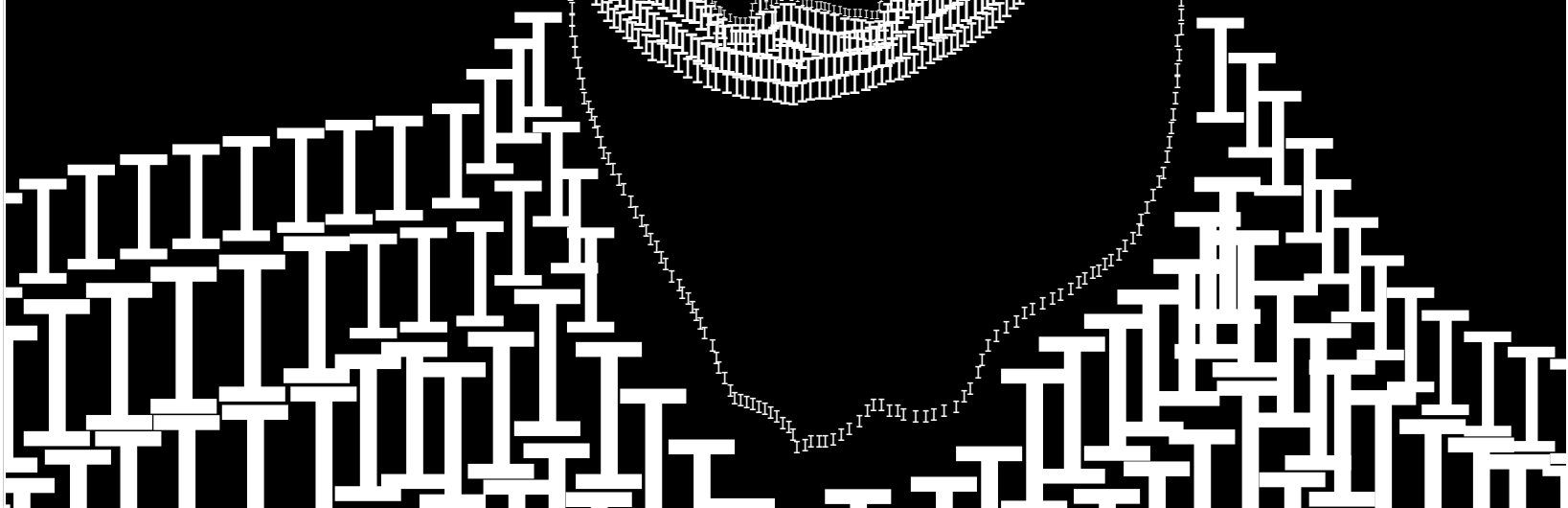
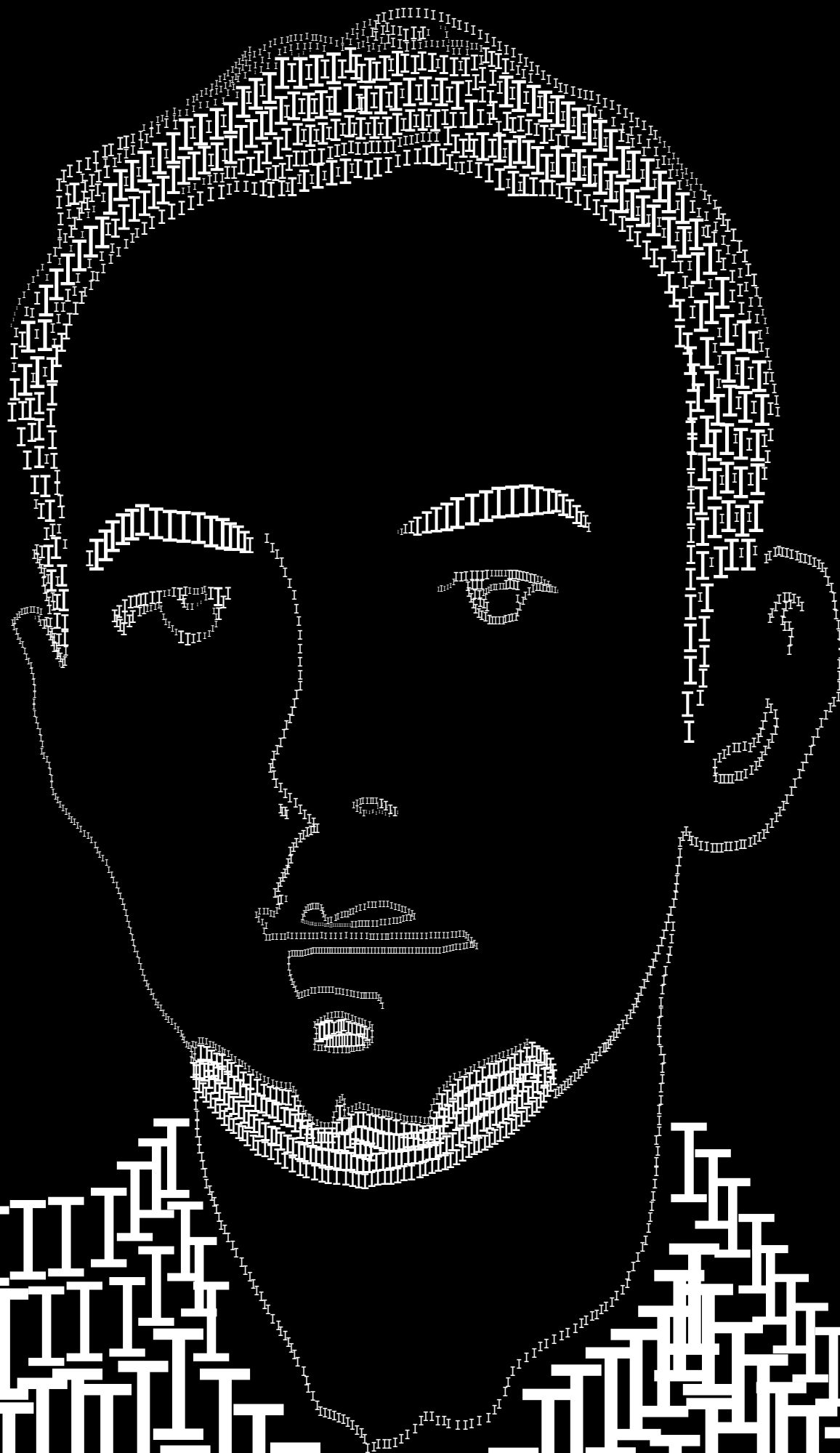


venue development





EMAIL: JOSHUARAJCANY@GMAIL.COM
PHONE: (239) 878 4796





Woodland Park Zoo Billboard Concepts:

Animal Textures

Unique Animal Facts





Description:

2 complimentary billboards designed for Carrabba's Italian Grill, and then applied to a city bus and subway sign. Composed in Photoshop with stock photos.



Billboard Design



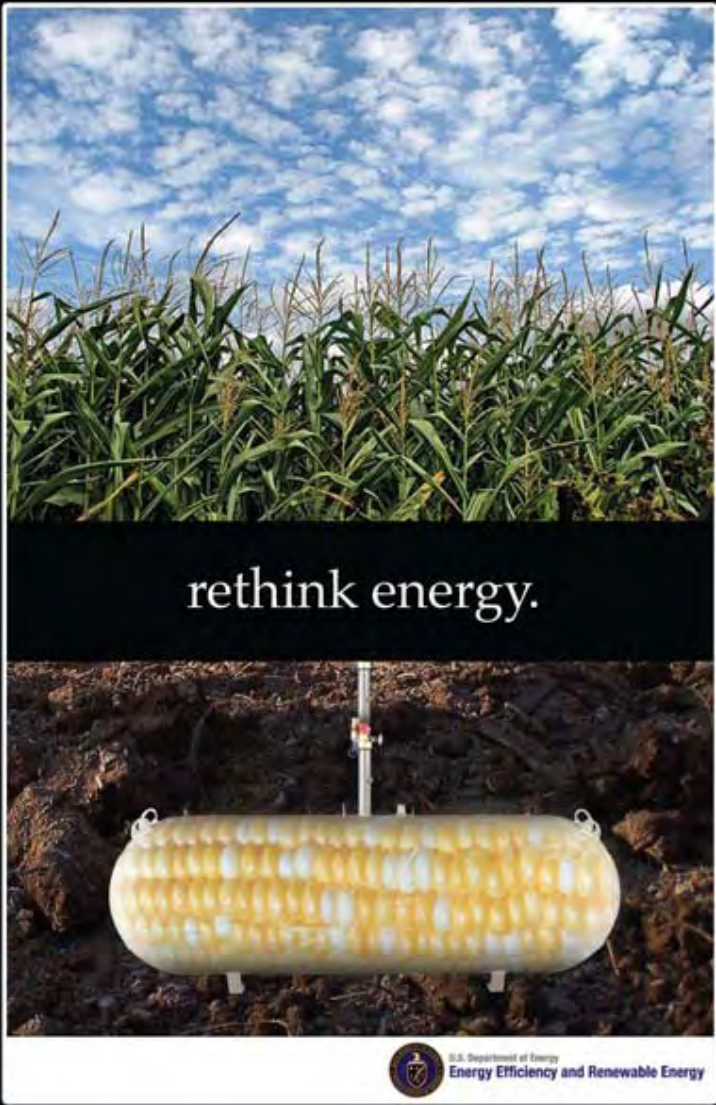
Billboard Application



MATT FOREMAN ■ MFOREMAN@EMBARQMAIL.COM ■ 412-722-8218







alternative fuel campaign.

This assignment was to create a government campaign for an alternative fuel source. I created a poster, promotional button, bumper sticker and a post card mailer.



MATT FOREMAN ■ MFOREMAN@EMBARQMAIL.COM ■ 412-722-8218





software
redesign



before



Description:

A packaging redesign and folding brochure for Peach Tree Accounting Software. The packaging was redesigned to promote a more user friendly feel with the use of playful type and a distinctly recognizable and friendly looking cartoon piggy bank-peach. Composed in Indesign and Illustrator.



MATT FOREMAN ■ MFOREMAN@EMBARQMAIL.COM ■ 412-722-8218





Description:

A logo project for Hot Spot Night Club with complimentary match books and shot glass. My goal was to use a simple, trendy typeface paired with a simple design and color scheme to produce a "HOT" recognizable logo. Designed in Illustrator and Photoshop.

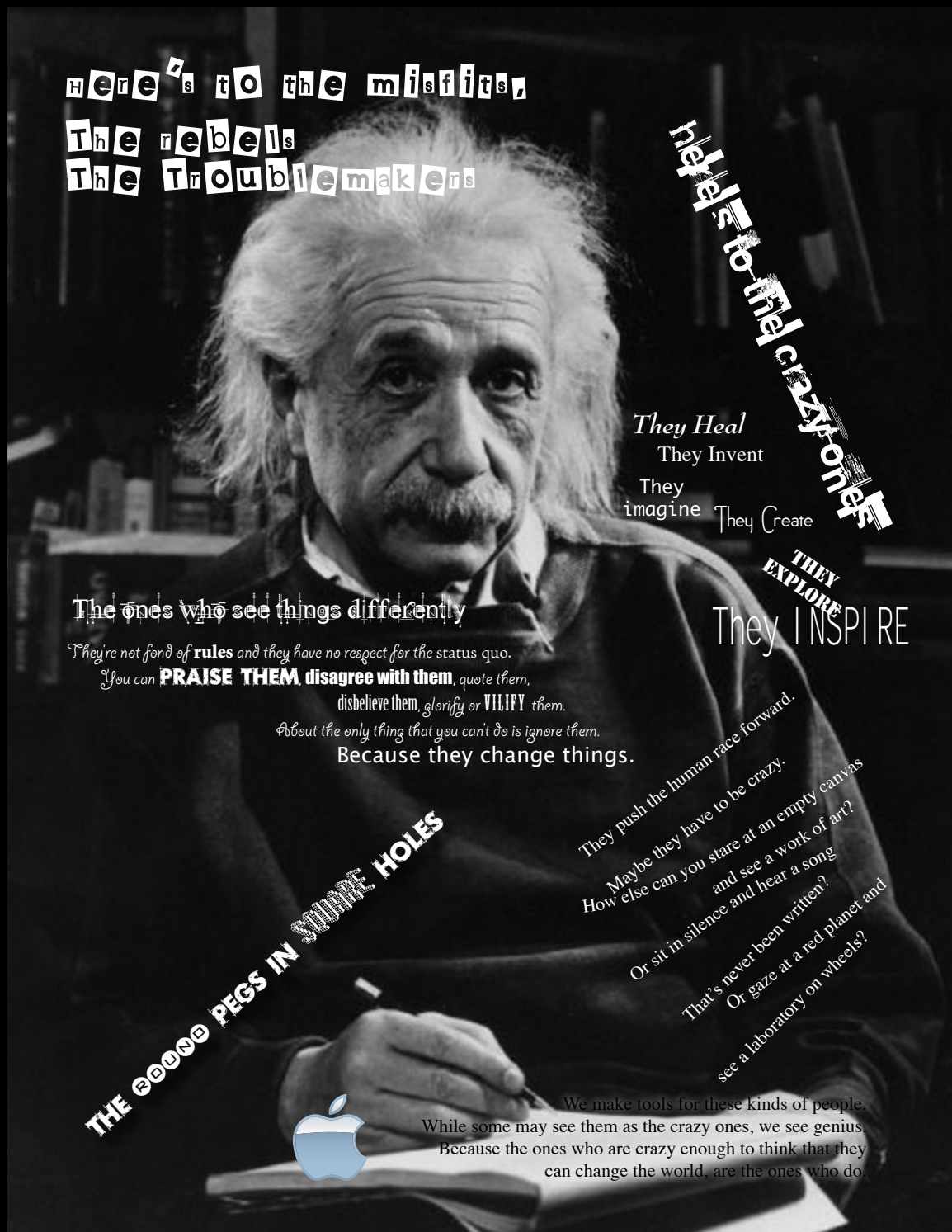


Description:

A logo design project for brewsters energy rejuvenation products. The products include an energy beverage and energy mints. The packaging has an electric feel that screams energy and would stand out well on a shelf next to other energy products. This project was designed in Illustrator and Photoshop.

MATT FOREMAN ■ MFOREMAN@EMBARQMAIL.COM ■ 412-722-8218

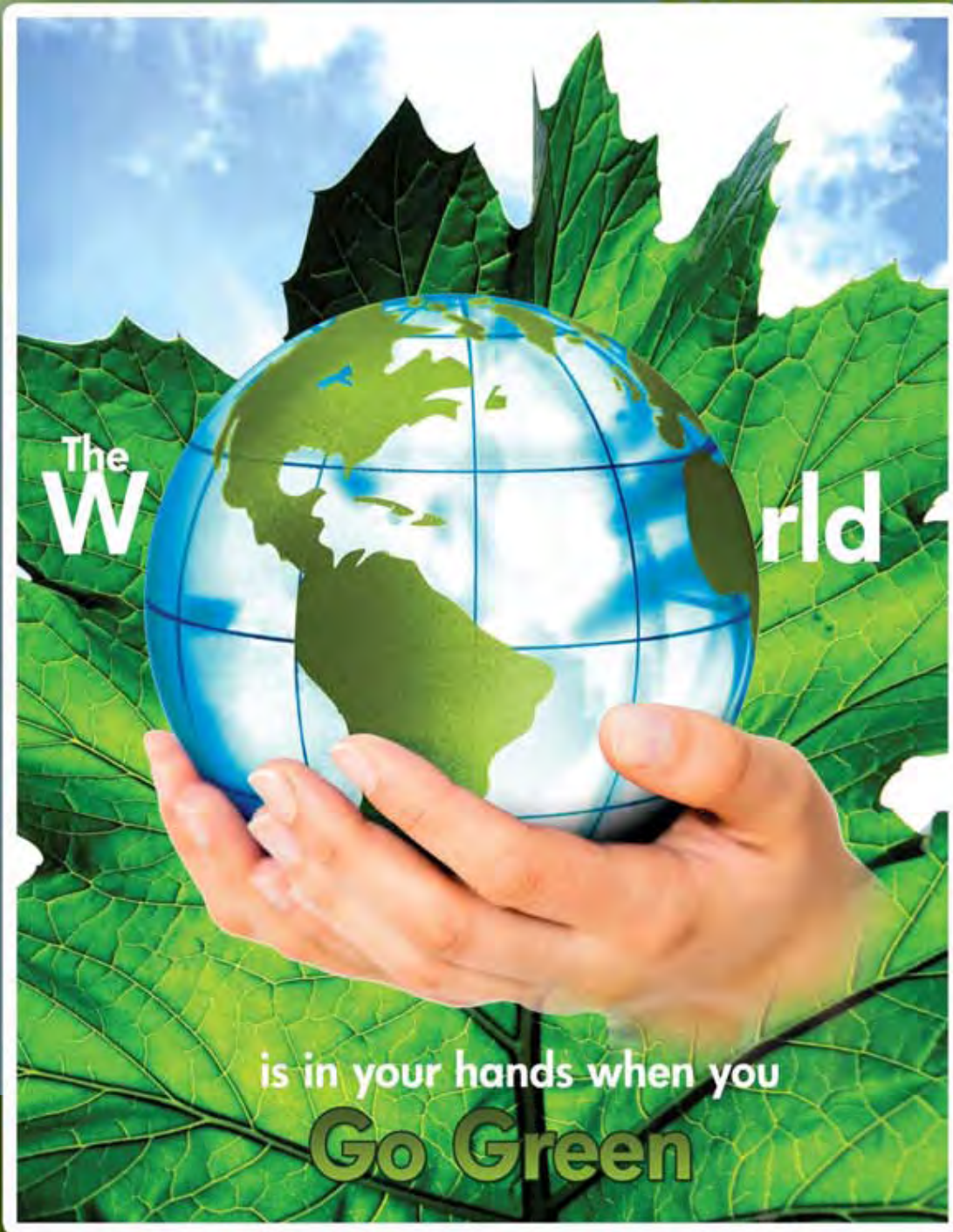












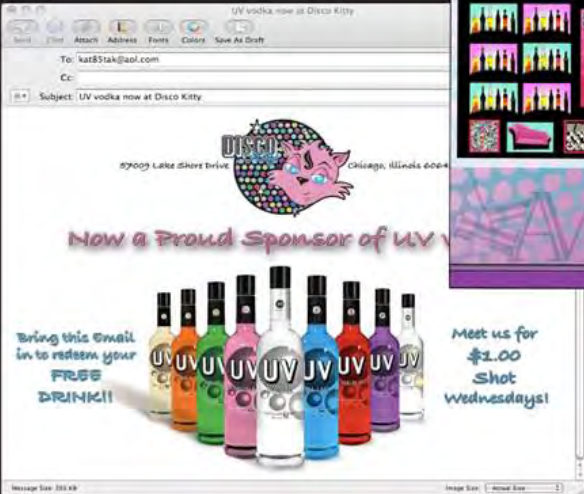




Billboard & Advertising



Email Flyer



Website

Billboards



Giveaway



Box Layout











ARTHUR "Chip" MCELROY
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Bonita Springs, FL 34135

References

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Additional materials available upon request.
MavenGraphics current activities and press
coverage can be found at
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