

## Karl J. Fitzgerald

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*www.fitznicely.com*

### Profile

Creative Individual  
Entrepreneur  
Skilled in Current Computer Technology

### Skills

Strong ability to interpret client marketing needs into design solutions  
Design applications: Quark XPress 4.1, Adobe Photoshop 7, Adobe Illustrator 10, Macromedia Freehand 10, Macromedia Dreamweaver MX, Macromedia Flash MX.

### Career Summary

#### **PRESIDENT & OWNER**

*Fitzgerald Design, Inc.*

Miami, Florida

*www.fitznicely.com*

June 2000 – Present

Proprietor of design firm specializing in graphic design; a wide range of print marketing materials that include corporate image, brochures, directories, catalogues, & logos; and presentation and data-driven web sites.

#### **TREKKED AROUND WORLD**

April 1999 – April 2000

Spent one year trekking throughout Turkey, the Middle East, India, Nepal and Southeast Asia. During this adventure, I honed communication and diplomacy skills, pushed mental and physical stamina, and mastered self-sufficiency and resourcefulness. Also met a lot of nice people and took some great pictures.

#### **SUPERVISOR**

*Original Impressions*

Miami, Florida

Large commercial printer

Roland Garcia, President and Owner

September 1997 – April 1999

Oversaw a staff of eight in pre-press department of large commercial print shop. Supervised output of print work for clients such as Burger King, Sunglass Hut and major cruise lines. Streamlined workflow to meet daily deadlines and production schedules. Troubleshooting equipment such as computer stations, imagesetters, and backup systems. Proofreading. Developed full understanding of modern commercial printing techniques and pre-press computer hardware/software systems. Gained practical graphic design experience, including knowledge of technical feasibility of design possibilities, paper options, and cost-cutting techniques.

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**COMMUNICATIONS COORDINATOR & GRAPHIC DESIGNER**

*National Audubon Society, Everglades System Restoration Campaign*

Miami, Florida

Edwin Moure, Director

January 1995 – August 1996

Synthesized writing abilities and reporting knowledge to promote restoration of Everglades for major national environmental organization. Responsible for all aspects of grants totaling \$35,000. Write and distribute press releases, organize press conferences, brief and maintain contact with local media outlets. Design and execute production of 24-page Everglades campaign briefing brochure.

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**REPORTER**

*Miami Today*

Local weekly business newspaper with 40,000 circulation.

Michael Lewis, Editor and Publisher

March 1993 – November 1994

Developed writing and reporting abilities while developing ties with numerous figures in Miami's political and business arenas. Responsible for 5-7 articles a week on beats that included Miami's tourism market, Greater Miami Chamber of Commerce, Miami Parking System, and Downtown Miami development issues.

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**Education**

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**INSTITUTE FOR AMERICAN UNIVERSITIES**

Aix-en-Provence, France

1990 – 1991

French language studies; landscape oil painting.

**UNIVERSITY OF VIRGINIA**

Charlottesville, Virginia

1986 - 1990

B.A. English

Liberal arts course work with an emphasis on fine art, history of art, writing and literature.

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**References**

Available in separate document