

To the Hiring Manager,

Based on my nine years of experience and my current work in Sydney, I am sending my application as a Graphic Design Professional. Please find my professional portfolio online at <http://www.lineaist.com>

My background and experience encompass detailed technical competency as a multimedia designer for the hospitality and health care industries, medical illustrator for endoscopy procedures, magazine layout designer and illustrator for various US publications, and recently designer of collateral and communications within the Australian School of Business.

From 2006-2008 at ASI-Modulex, I designed multimedia signage for the hospitality and health care industries. I worked independently under the Director of Design Services creating consistent brand identity for clients like the Hilton and Marriott hotels as well as large healthcare campuses. Within the first month of my role, I streamlined direct communications with the sales team in nine satellite offices; we developed a visual form to communicate via scan-to-email and increased departmental efficiency by 30%.

My professional career began in 2000 with Towerview Magazine where I worked with authors to provide article-specific illustrations. In 2001 at Endoresource, I collaborated with endoscopy professionals to develop well-conceptualised animations of endoscopic procedures, increasing education rates by 50%. In 2002 at Duke Law School, I served the publications manager, transferring content from Duke Law Journals into website development. In the same year I also served as Art Director for a 40-page international news quarterly, *News From Below*, where I designed layouts and developed a national distribution network.

While successfully breaking out of the corporate environment, I worked in a fun and funky event venue known as Ringside where I designed regular communications and increased membership by 100% in my two years as House Manager. From there, I continued the design and production of marketing tools and started blogging to promote community events - from raising money for the Durham Food Co-op to bringing performing artists and designers to North Carolina.

My current work now falls in the final semester of Australia's #1 MBA program, where my classes are only on Mondays and Fridays. Given the opportunity I aim to dedicate my passion and professional ability to graphic design once again, and am available to work on Tuesdays, Wednesdays and Thursdays. This year, I have continued to enhance my design skills in three separate roles: Event Coordinator for the AGSM MBA Class of 2010, Marketing Designer for the LEAD professional development program at the Australian School of Business, and Yearbook Layout Editor for the AGSM MBA Programs.

My maturity and reliability have accelerated in the MBA, where a designer's perspective can turn creative concepts into insightful evaluation and realistic business advice. I have gained valuable experience in stakeholder management and client relationship skills during the last nine years including my studies. I believe my skills, experience, personality and circumstances are suited to this role. I anticipate the opportunity to add value and look forward to your response.

Yours sincerely,

Jonathan Blackwell

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