

# Tray Nichols • 503 Windsor Drive Newark, DE 19711 • Tel: 303.875.2493

## EDUCATION

University of Delaware, Newark Delaware - Visual Communications Group with a concentration in Advertising Design.

Color Correction with Dan Margulis learning channel blending and color by numbers (advanced color correcting using CMYK breakdown).

Virtual Portfolio at <http://traynichols.com/work/portfolio.html>

## EXPERIENCE

- March 08 - Present **LEAD GRAFFITI** Newark, DE  
Logo designer and digital production artist helping create final art for letterpress photopolymer plates. Help in printing and assembly of digital files for wedding invitations and greeting cards for National Stationery Show trade show in NYC. Printing on Vandercook Universal III and Vandercook SP-15 as well as on a Chandler & Price platen press.
- September 07 - Feb. 08 **FARAWAY CREATIONS** Windsor, CO  
General help with professional costume armor made from vacuum formed ABS plastic. Recreated logos and decals for output on computerized vinyl decal machines.
- Aug. 04 to Aug. 07 **STREET SOURCE** Denver, CO  
Studio artist in charge of all digital retouching and studio production on urban marketing point of sale for Coors Light and Rémy Martin.
- Jan. 06 to Dec. 06 **WALLFLOWERS PRESS** Newark, DE  
In charge of creating digital posterized art from continuous tone art for screen printed posters and cards for Wallflowers Press. Art ranges from 8 to 14 flat colors for screen printing 25" x 40" posters.
- Jan. 03 - Aug. 04 **THE INTEGER GROUP** Lakewood, CO  
Studio production artist assembling high resolution photographic imagery and graphics final art and mechanical layouts for all print media for Coors Light, Aspen Edge and Keystone Beer.
- Sept. 02 - 04 **FREELANCE WEB DESIGNER** NYC/CO  
Designed and built websites for various clients including:  
1) <http://smalss.com> - legal secretaries organization site. (active)  
2) [sickart.com](http://sickart.com) - fine artist's exhibition and sales site. (inactive)  
3) [sonyrose.com](http://sonyrose.com) - fashion model portfolio and contacts. (inactive)  
4) <http://bigdooker.com> - built for individual musician and publicity site. (active)
- Mar. 99 - Sept. 02 **DEUTSCH INC.** NYC  
Hi-resolution retoucher for outdoor, magazine and newspaper print advertising. Includes color correction, photo composition, art extension and silhouetting. Also responsible for preparing ads for release on disk and quality control before sending art to print. Clients included: Tommy Hilfiger, Courviosier, Snapple, Mott's Brands, GNC, Margaritaville Mixers, DIRECTV, Chase Bank, Bank One, Verizon, Revlon, MCI, Starwood Hotels, IKEA, Domino's Pizza, Pfizer, Lencrafters, Rayban and Almay.

- Sept. 95 - Feb.99 **THE COX GROUP** NYC  
Art director and studio artist for a 5-person agency. Responsibilities included design and studio production from concept to final production, including attending photo shoots and executing all digital retouching. Clients included Time Warner; Panolam Industries; DAP, Inc.; U.S. Tobacco International; Salvation Army; Snake Eyes Golf Clubs and Ducati Motorcycles.
- July 95 - Feb.99 **DEUTSCH INC.** NYC  
Freelance responsibilities included reference art research, scanning images for new business pitches as well as photo/mechanical artist working directly with various art directors.
- Feb 91 - June 95 **CYPHER+NICHOLS+DESIGN** Newark, DE.  
Student internship with responsibilities including design, computer production and image development.
- Winter 93 - 94 **University of Delaware** Newark, DE.  
Computer lab assistant helping teach Adobe Premiere to 2nd and 3rd year students.

## AWARDS

- 2003 Award of Merit in the Advertising Club of Delaware's annual competition for the artwork on a calendar for Direct Radiology.

## SKILLS

Adobe Photoshop CS2, Adobe Illustrator CS2, Quark XPress, Fontographer  
Dreamweaver MX, InDesign CS2

## HOBBIES

I am a Stormtrooper and member of the 501st Legion, a charity organization based on Star Wars costuming and actively participate in weekend events that contribute to the local community through charity and volunteer work. I also like to play golf, darts and bowling.

# Digital Imaging Artist / Production