Henry J. Pinter

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Profile

Accomplished creative media professional with a unique ability to develop and generate high impact, innovative graphics to drive meaningful results. Designs consistent, quality imagery in successful campaigns creating distinctive brand enhancements. An organized leader who is professional, reliable, adaptable and able to successfully work across all divisions within the public and private sectors.

- **Design and Graphics:** Notable works in design, graphics, illustration, print, web, display, presentation, promotion, signage, identity and branding. Diverse industries include advertising, printing, publishing, corporate franchising, insurance, transportation, software, landscaping and health services.

- **Web:** Maintenance, updates, illustration, design, publishing and animation in corporate, public and private industry site development for external and intranet sites.

- **Print Media:** Vast personal experience with outsourcing, working with and running in-plant print shops. Providing print media, ordering and maintaining stock, equipment and supplies for corporate, home office and satellite offices.

- **Management:** Experienced in managing, mentoring and training creative media teams to determine and reach designated goals. Self motivated, requiring little supervision.

- **Communication:** Strong interpersonal relationship skills, proactive decision-making in business processes and problem-solving. Corporate representative providing leadership and direction for support staff.

Professional Highlights

- **Office of Decision Support • Department of State Health Services Information Specialist IV Austin**

  Working under the limited direction of the Director of the Office of Decision Support within the Mental Health and Substance Abuse (MHSA) Division of DSHS performing advanced information and communications tasks. Coordinates the development, effectiveness and use of printed and web material for the MHSA Division.

  - Maintains the MHSA internet and intranet web sites and its associated outreach materials. Participates in usability testing.
  - Serves as a liaison with DSHS Web Services and assures web content/format meets DSHS policies and accessibility criteria.
  - Responds to inquiries from the public regarding web content and works to resolve issues.
  - Provides web- and print-related consultative services and technical assistance to Program Services and Contractor Services, as well as staff and managers of other DSHS sections, providers and stakeholders.
  - Works with internal and external stakeholders in all matters pertaining to web content including assisting them in gathering graphic design elements and content, reviewing materials submitted and creating easy to navigate sites.
  - Assist with management of Information Specialist III and part-time web employee duties.

- **Texas Cancer Registry • Department of State Health Services Creative Media Designer II Austin**

  Design, graphics, print, web, illustration, presentation and display in Creative Services for the Texas Cancer Registry (TCR) and the Cancer Epidemiology and Surveillance Branch (CESB).

  - Creation, conception, design, illustration, branding, consultation and editing of print media, publications, presentations, training materials, annual conference promotional materials and exhibits.
  - Maintaining and updating the TCR internet website and the CESB intranet website in accordance with state and department requirements.
  - Responsible for managing all TCR publications and print media within state and department publication requirements.

- **Starmount Lead Design Austin**

  Chosen to lead the graphic art department and bring graphics and multimedia in-house for a startup software company.

  - Creating and maintaining websites, company identity, branding, advertising, print media, marketing collateral and tradeshow multimedia presentations.
  - Front line testing of proprietary software and customer user interface experience.
  - Developing client presentations in Starmount proprietary software.

Pinterprise Media **Freelance Design** Austin

Independent consultant providing freelance graphic design, illustration, voiceovers and interactive multimedia services to commercial businesses.

Clients/ Projects:

- Arrow Business Printing – advertising, graphic design and print
- JMJ Associates – The Hunger Project Fundraiser Promotion
- KOOP 91.7 – radio podcasts and co-hosting
- Butterflies Do Not Sleep in Hot Tubs by Nancy McCoy – book jacket design
- Guy (Double Target)/Burn Up, A.D. Vision, Houston – principal and supporting character voiceovers
- The Point After, KPXB (Channel 49), Houston – character voiceovers

Metropolitan Transit Authority **Supervisor of Graphic Design** Houston

Senior Graphic Designer for one of the largest transit authorities in the United States, employing over 3,500 people.

- Working manager with staff in the Creative Services to clearly inform the public and visually communicate a positive METRO image via a variety of media formats including print, broadcast, advertising, graphic design, website, slide and multimedia presentations.
- Supervised creative team and design of materials for METRO's tribute to African-, Asian- and Hispanic-American Heritage Month promotions.
- Created visuals for METRO CEO's presentation to the Olympic Committee as part of Houston's bid to bring the Olympics to Houston in 2012, outlining transit capabilities for Olympic athletes and general public.
- Recognized for creative assignment to illustrate notable poets selected as part of METRO's Poetry in Motion campaign.
- Helped introduce METRORail transit promotional campaign to the city of Houston.

International Center for Entrepreneurial Development **Art Director** Cypress

Senior Graphic Designer for corporate headquarters of international and U.S. multi-brand franchisor with over $350 million in annual revenues.

- Creative direction for in-house ad agency, Cypress Publishing, responsible for ad campaigns, print media, advertising, promotions, specialty items, branding for new ICED entities and web page graphics for over 1,000 franchises within the ICED group.
- Lead creative in redesign of Ad Agency in a Box, a complete, innovative national marketing toolkit and identity campaign for ICED's franchises to build brand identity and reach target market audience.
- Design class instructor – taught franchisees in design and printing fundamentals to better prepare new franchise owners to understand and interact within the graphic arts community in the quick printing industry.
- Art direction, photography and advertising campaign to promote new convention and banquet center within the Northwest Forest group.

Insurance Corporation of America **Graphic Art Department Manager** Houston

Art Department Manager responsible for all art, design and printing for corporate headquarters. Art Director for in-house advertising and media.

- Initiated and persuaded ICA management to convert the production system from typesetting to Macintosh computers with QuarkXPress, Illustrator and Photoshop.
- Responsible for cross-training of staff on Macintosh computers, printing presses, darkroom camera, film stripping, plate burning and bindery.

Educational Background

- BA degree, Commercial Art Advertising (with Business Minor), Concord University, Athens, West Virginia
- AS degree, Multimedia, The Art Institute of Houston, Texas
- 2014 John Slatin Accessibility U Conference at St. Edward's University
- Landmark Education Advanced Course, In Action Seminar Series, Landmark Forum
- Dale Carnegie Personal Development

Computer/Software Skills on Mac and PC Platforms:

- Adobe Creative Cloud
- Microsoft Office
- Ektron 400 Web Content Management System
- Joomla!

Honors

- First Place Poster in North American Association of Central Cancer Registries (NAACCR) for the Texas Cancer Registry
- Texas Graphic Excellence Awards: Excellence In In-Plant, Best of Category, 2 Awards of Excellence, Award of Merit
- Public Relations Society of America: 5 Gold, 5 Silver, 1 Bronze
- Editor's Forum (EFfie Award) Best Newsletter, Best Design

Professional and Community Organizations

- Former member of the Board of Directors of the Houston Association of In-Plant Printers (HAIP)
- Promotions and music participation for JMJ Hunger Project Benefit
- Austin Adobe Users Group