



# PAULFRIEMEL

Paul Friemel  
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## Skills

### Design skills

- Art and creative direction, conceptualization and branding, interactive interface design, prepress, packaging design, information design, print design, color separation, audio engineering, video and photo direction, video editing, 2D animation, front-end web design

### Computer skills

- Software: Adobe Creative Suite 2, Final Cut Studio, Adobe After Effects, Macromedia Studio
- RAID disk management, video encoding and compression specialist, Flash, HTML, CSS

### Fine art skills

- Visualization skills: still-life, color theory, life drawing, storyboard illustration, animation
- Media: digital art, pencil, ink, charcoal, acrylic, chalk pastel, marker, colored pencil, stencil

## Professional Experience

### Victory Records – Art Director / Multimedia Specialist / Designer Chicago, IL 2004 to present

- Print, video, web, and interactive multimedia design
- Conceptual consultant for music video treatments
- Art director of contracted artists and designers commissioned for projects
- Portrait and conceptual photography for album art and promotional materials
- Interactive DVD menu design and authoring
- Prepress technician for outgoing high-volume print materials
- Audio and video archivist
- Producer and video engineer of the 60-minute monthly promotional show *VictorV* that aired on national television
- Applied *VictorV* to web video-podcast format with subscribership of over 100,000
- Engineered over 100 television commercials ranging from 15 seconds to 90 seconds
- Conceptualized and animated custom motion graphics for video presentations and commercials
- Designed print ads seen in national and international print publications including *Rolling Stone*, *Spin*, and *Vice*
- Created viral content for internet deployment including web videos, flash materials and interactive web banners
- Established visual identities for recording artists later applied to multiple formats
- Designed and outputted color-separated films for screen printing of clothing and merchandise
- Designed annual product catalog

### Atlas Technologies – Video Editor Ames, IA 2004

- Designed custom motion graphics for clients
- Created video presentations including a memorial for President Reagan commissioned by the Iowa Republican Party

### Maytag Appliances – Designer Amana, IA 2003

- Designed and illustrated large-format workflow diagram for assembly of refrigerators
- Created multimedia presentation

### Iowa State University Printing Services – Printing Specialist Ames, IA 2001-2004

- Large-format printing
- Laser-cutting technology operator

## Education

### Bachelor of Fine Arts – Graphic Design College of Design, Iowa State University, Ames, IA 2000-2004

- Cumulative GPA: 3.47

### College of Design Study Abroad Program (Rome, Italy) Fall 2003

## Honors

### Recording Industry Association of America Chicago, IL 2005

- Awarded gold record commemorating sales of more than 500,000 units  
Work directly related to Hawthorne Heights album *The Silence In Black and White*

### Art Directors Association of Iowa Student Exhibition Des Moines, IA 2004

- Award of Excellence in Packaging Design