

# Paul Scheuer



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## PROFESSIONAL SUMMARY

Seasoned and versatile creative professional with experience in print and digital graphic design, print production, and copywriting/editing. Throughout my career, I have produced compelling marketing and advertising assets in challenging, deadline-driven environments. I thrive in organizations that are focused on meeting the needs of their clients and encourage a culture of teamwork, creativity and initiative.

## SKILLS & HIGHLIGHTS

- Keen understanding of typography, color theory, and layout/design principles - and how they affect perception and support a brand
- Advanced knowledge of Adobe Creative Cloud (Photoshop, Illustrator and InDesign) on Mac and PC platforms
- Additional application knowledge, including Microsoft 365 (Word, Excel, PowerPoint, etc.), WordPress, Canva, Adobe Premiere Pro, BaseCamp, SmartSheet
- Photo compositing, retouching, editing and color correction
- Copywriting, proofreading and editing for a variety of styles and tones
- Print production and file preparation
- Digital asset management and organization

## EDUCATION

Bachelor of Arts  
Mass Communications  
University of South Florida

## PROFESSIONAL EXPERIENCE

### Lead Account Graphic Designer

**GSP Retail** - Clearwater, FL

February 2012 – April 2024

Designed an array of point-of-purchase promotional signage, store fixtures, direct mail, brochures and digital assets for clients in a variety of retail industries. Worked closely with account managers to create compelling messaging within established brand standards for some of GSP's largest clients. Coordinated a team of three graphic designers to organize and prioritize workload and meet established deadlines.

### Freelance Graphic Designer

**Self-employment** - Tampa, FL

February 2007 – present

Consult with clients to understand their scope of needs, brand, culture, and target market. Completed projects include logo design, print publications and collateral, e-mail and web graphics. Prioritize tasks, manage time, and maintain clear communication to ensure artwork is delivered on time and achieves the unique objectives of each client.

### Production Director

**Tampa Bay Business Journal** - Tampa, FL

April 2001 – February 2007

Collaborated with other members of the management team to meet the needs of advertisers, sponsors, and readers. Produced 52 weekly issues and as many as 14 additional special publications and events each year. Coordinated deadlines between advertising, editorial and circulation departments. Served as primary contact with printing vendors, coordinating press runs and conducting on-site press checks. Directed and supervised a staff of two graphic designers.

### Graphic Designer

**JMG Studios, Inc.** - Tampa, FL

September 2000 – April 2001

Designed a variety of materials including advertising (print, outdoor, transit), brochures, posters, workbooks, and direct mail. Clients included Hewlett-Packard and Microsoft local offices, University of South Florida, Hillsborough Area Regional Transit Authority, Jesuit High School and others.

### Senior Graphic Designer

**Cortex Communications** - Tampa, FL

October 1997 – August 2000

Designed event materials for medical and pharmaceutical continuing education symposia, including brochures, posters, workbooks, PowerPoint presentations, invitations and direct mail. Attended events and assisted in welcome and registration, setup and operation of audio/visual equipment, and last-minute presentation changes.

### Graphic Designer

**Weekly Planet/Creative Loafing** - Tampa, FL

September 1996 – October 1997

Collaborated with creative director, editorial staff, account executives, and other graphic designers to produce ads and editorial sections for a weekly entertainment and lifestyle tabloid. Worked with operations manager to determine weekly page counts and publication layouts. Created house ads and collateral materials to promote events and special issues such as Best of the Bay, Summer Guide, and BeerFest.