



## MISSION STATEMENT

As a full time multimedia designer with over 15 years of agency experience under my belt, I am a creative who enjoys being part of, as well as leading, a successful design team. I take pride in my ability to absorb new ideas and concepts, and to leverage those newly learned skills into creative solutions for the benefit of the client and company.

Three words I would use to describe myself are: *Proactive, Productive, and Proficient*

## PROFESSIONAL EXPERIENCE

1995 – Present

### **Freelance Multimedia Designer**

- Develop high-end multimedia solutions using the latest industry standard software
- Provide turn-key presentation design services using Powerpoint, Keynote, and Flash
- Creation of digital and print based flyers, email blasts, and rich PDF documents
- Design layout and user interfaces for digital media projects
- Multimedia CD-ROM development and production

05/2009 – Present (Part Time)

### **Century 21 Curran & Christie, Realtor**

- Facilitate in the negotiation and sale of residential and commercial property
- Provide strategic advice to my clients in achieving most advantageous outcome
- Develop clear understanding of clients overall needs, and maintaining fiduciary integrity of my broker
- Act as intermediary between bank and client and other agent during short sale process.

11/2007 – 01/2009

### **MARS Advertising, New Business Multimedia Designer**

- Collaborate with the new business team to create conceptual presentations
- Deliver innovative ideas for presentations for new business projects and websites
- Coordinate with project teams to ensure all client data collection and formatting requirements are met
- Provide project updates to Manager, Project Manager and/or co-workers as necessary
- Manage time effectively to meet established project deadlines
- Manage & develop presentations for new business team
- Identify and implement new media opportunities

09/2006 – 09/2007

### **Harman Becker Automotive (Via Aquent) HMI / Graphic Design**

- Primary Human / Machine Interface Designer for the RER / REU vehicle programs
- Development and implementation of icons and overall user interface graphics for radio / navigation / multimedia systems using Photoshop, Flash, and Illustrator.
- Maintained accurate version tracking and quality assurance measures to ensure consistent design from concept to production.

Experience Continued:

2/2004 – 11/ 2005

**BBD0, Presentation / Multimedia Designer**

- Primary duties consist of creation and delivery of PowerPoint presentations for Daimler Chrysler and Mercedes Benz client. This includes designing backgrounds, templates, and schemas for each presentation using Photoshop, Illustrator, and Flash.
- Ancillary duties include developing Flash based presentations, screensavers, and multimedia CD ROMS.
- Travel to Daimler Chrysler functions to support and present event presentations
- Provide on-site design / presentation editing capability

**TECHNICAL SKILLS**

**Multimedia :**

HMI / GUI Design, CD ROMs, Flash Banners, Corporate Web Sites, Site Maintenance, Flash Intros, Road Shows, Speaker Support, Sales Meetings, New Business Presentations, Acrobat Documents, and Interactive Kiosks

**Office:**

Press Releases, and some copywriting (Web & Print)

**EDUCATION**

- MascoTech (Apprenticeship)
- Henry Ford Community College 1991 - 1993: (Industrial Design)

# Fredrick Black

Multimedia / Presentation Designer

Fredrick@fkb2.com

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## 5 people have recommended Fredrick

"Fredrick has a do what it takes attitude and often volunteers to step in whenever additional resources are needed. He has a professional work ethic and well rounded knowledge of interactive design and application."

— **Galen Chandler**, *Director of Broadcast Production, MARS Advertising*, managed Fredrick at MARS Advertising

"I had the pleasure of working with Fred while at Doner and would highly recommend him to anyone. He regularly went beyond expectations, providing superior results. He was willing to ask the right questions and put in the extra touches that others wouldn't bother to attempt. If give the opportunity, I would jump at having the chance to work with him again."

— **Karin Oliver-Kreft**, *Account Manager, Doner*, worked with Fredrick at Doner Advertising

"Fredrick is a very diligent, creative, and team oriented individual. His eagerness to learn is inspiring. Furthermore, his professionalism and astute ability to understand a client's business problem make him a valued asset."

— **John Snider**, *Interactive Design, MARS Advertising*, worked directly with Fredrick at MARS Advertising

"Frederick is a thorough and hard working designer. He has a positive attitude towards his work and gets along well with others. I would recommend him for any graphic assignment."

— **Michael Spitzley**, *Principal Software Engineer, Harman Becker Automotive Systems*, managed Fredrick at Harman Becker

"As both a colleague and friend, I attest that Fredrick is among the most dedicated and astute designers around. During our interaction, Fredrick has shown genuine moral fiber and integrity that is rarely seen these days. I wouldn't hesitate in recommending him for any assignment where speed, quality, and professionalism are valued."

— **Marc Andonian**, *Graphic Designer, HBAS*, worked directly with Fredrick at Harman Becker

# fredrickblack

a multimedia portfolio for your consideration

## PowerPoint Design & Production

Wellness Coaches USA, Pennsylvania  
Template Design and Copy formatting

**GENERAL NUTRITION**

Wellness Coaches USA  
Improving health in the workplace... face to face

**Portion Distortion**

20 yrs ago:

- Coffee
- With whole milk and sugar
- 45 calories

8 ozs.

Today

- Mocha
- With steamed milk and mocha syrup.
- ????? calories

16 ozs.

**Cutting Calories**

Where can you cut calories?

- Dressings
- Sugars
- Condiments
- Sauces
- Creams
- Oils

**Supplements?**

Dietary supplements are substances you add to your diet in the form of solid or liquid, and should not be considered a substitute for food.

Some examples of supplements are:

- Vitamins
- Minerals
- Herbal Supplements
- Antioxidants
- Diet Supplements
- Caffeine / Ephedrine

## PowerPoint Design & Production


Wellness Coaches USA, Pennsylvania  
Template Design and Copy formatting

## Low Back Strains and Sprains



### Common Low Back Injuries and Conditions


- **Scoliosis** - Compression of the spinal nerve that causes pain to radiate through buttocks and down leg.
- **Herniated Disc** - The disc center presses on nerve root causing radiating pain.
- **Degenerative Disc Disease** - A natural process that gradually causes increased motion of the vertebrae causing pain in the area.
- **Scoliosis** - An abnormal curvature of the spine.



### Setting Up The Workstation

#### PHONE & DOCUMENTS

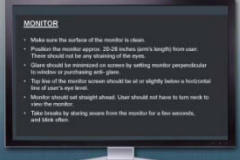
- Frequently used items should be placed in easy to reach locations.
- Position documents directly in front of you using an in the copy stand between the monitor and the keyboard.
- If there is sufficient space, place documents on a document holder positioned adjacent to the monitor.
- Place your telephone within easy reach.
- Telephone should be across from hand.
- Use headset and speaker phone to eliminate neck strain.



### Setting Up The Workstation

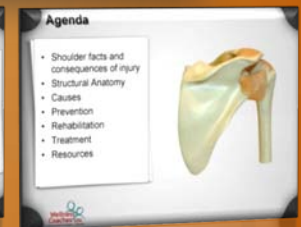
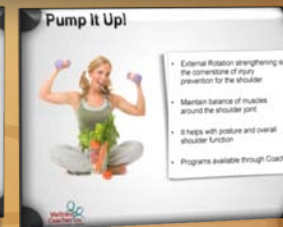
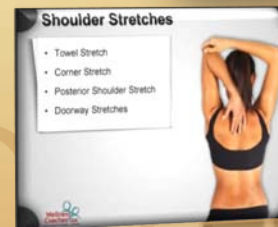
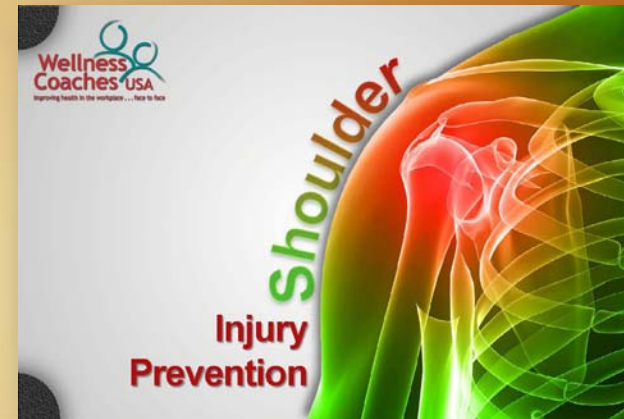
#### MONITOR

- Make sure the surface of the monitor is clean.
- Position the monitor approx. 20-28 inches away from user. There should not be any straining of the eyes.
- Glare should be minimized or removed by setting monitor perpendicular to direction of prevailing light source.
- Top of the monitor screen should be at or slightly below a horizontal line of user's eye level.
- Monitor should not slant ahead. User should not have to lean back to view the monitor.
- Use headset for audio source from the monitor for a few minutes, and take a break.



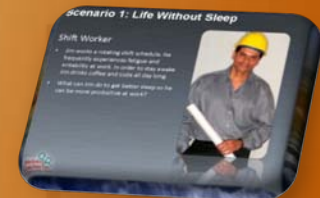
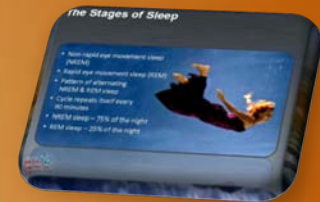
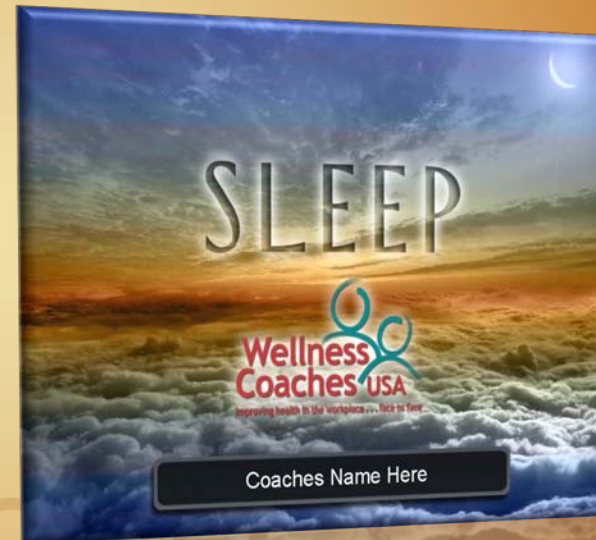
## PowerPoint Design & Production

Wellness Coaches USA, Pennsylvania  
Template Design and Copy formatting



## PowerPoint Design & Production

Wellness Coaches USA, Pennsylvania  
Template Design and Copy formatting



Coaches Name Here

Design



## PowerPoint Design & Production

Wellness Coaches USA, Pennsylvania  
Template Design and Copy formatting


# Worker fatigue

HOW TO GET A GOOD NIGHTS SLEEP

Wellness Coaches USA

### Non-Drowsy Formula

- Caffeine
- Smoking or chewing tobacco
- Alcohol
- Eating
- Sedentary lifestyle
- Exercising too close too bedtime
- Television/computer before bed
- Inconsistent schedule



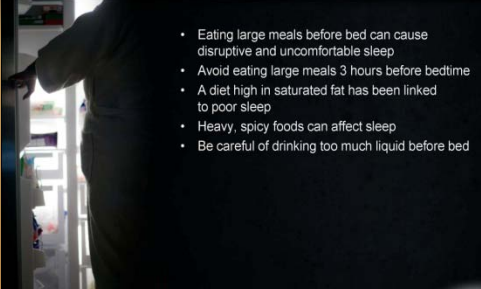
### Today's Agenda

- Sleep Myths and Sleep Facts
- Benefits of Sleep and Consequences of Sleep Deprivation
- Sleep Disorders, Symptoms and Poor Sleep Habits
- Healthy Sleep Solutions
- Summary & Questions



### Sleep & Food 101

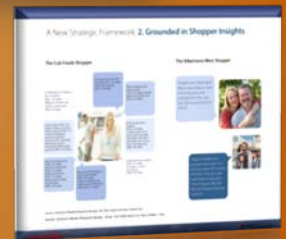
- Eating large meals before bed can cause disruptive and uncomfortable sleep
- Avoid eating large meals 3 hours before bedtime
- A diet high in saturated fat has been linked to poor sleep
- Heavy, spicy foods can affect sleep
- Be careful of drinking too much liquid before bed



## PowerPoint Design & Production

### MARS Advertising, Michigan

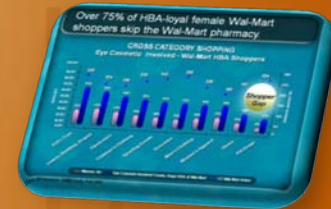
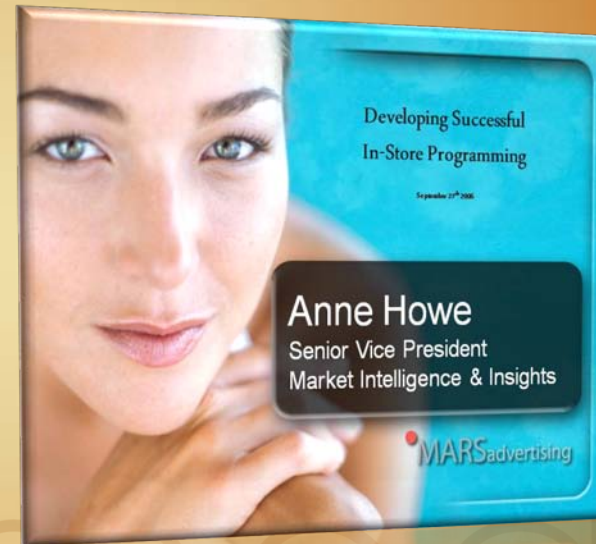
New Business Template /Graphic Design,  
Copy formatting



Design

## PowerPoint Design & Production

MARS Advertising, Michigan  
New Business Template /Graphic Design,  
Copy formatting



Multimedia  
Design

## PowerPoint Design & Production

MARS Advertising, Michigan  
New Business Template /Graphic Design,  
Copy formatting

**When Winning Is The Only Option**

Show me a good loser and I will show you a loser  
-Vince Lombardi

MARSadvertising

**Why We're Here Today**

RETAIL EXPERIENCE GROWTH

1980 CPG 1990 CPG 2000 CPG 2010 CPG TODAY SHOPPER MARKETING

**The Focus Has Changed...**

- Fragmentation...consolidation...innovation
- Legal landscape...Robinson-Patman...Sarbanes-Oxley
- Power shift of money & data: CPG → Retail → Shopper

MARSadvertising

**The Rise of Shopper Marketing**

**Fastest-Growing Medium? Shopper Marketing**

Published September 26, 2007  
By Rick Wolf, Publisher, AdAge.com — The fastest-growing medium in the internet, but growing media isn't the internet and BIA/KISA, which tracks retail and shopper marketing, where are shifting budget-goods marketers are doubling hundreds of millions in the past three years alone...

**What's In Store: The Rise of Shopper Marketing**

By Rick Wolf, Publisher, AdAge.com — So this is what marketing has come to: floor at Wal-Mart or dangling from a shelf on aisle five at Safeway, segmented into such day parts as "national weekly cereal aisle."

A new study finds shopper marketing has grown from 3% of the overall marketing budgets of the 18 package-goods manufacturers surveyed in 2006 to 5% this year. The manufacturers expect it to reach 8% of marketing budgets by 2010.

shopper marketing is a new medium as important as the declared media or gaming."  
Marty Armstrong, CEO, Remeta McCann. "It's a brand-new paradigm, and we're all in."

**The Shopper is Hero**

THE AWAKENING THE CALL THE CROSSING THE PATH THE RECKONING THE PRIZE THE HOMEcoming

**The Hero's Journey**

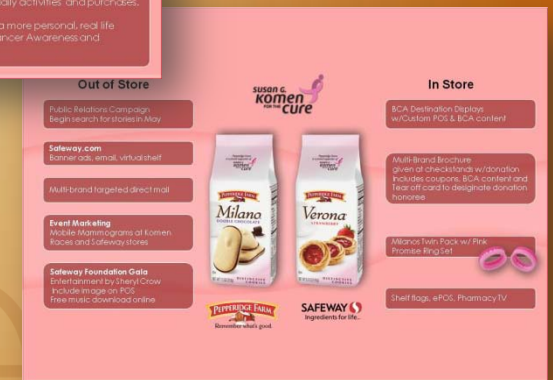
The act of shopping contains all the elements of a great story—drama, emotion and action. In this story, the Shopper is the Hero, the Retailer is the stage, and the Brand is the prize awaiting the Shopper at journey's end.

MARSadvertising

## PowerPoint Design & Production

MARS Advertising, Michigan

Template /Graphic Design, Copy formatting



## PowerPoint Design & Production

MARS Advertising, Michigan

Template /Graphic Design, Copy formatting



Keynote, Conceptual / Graphic Design

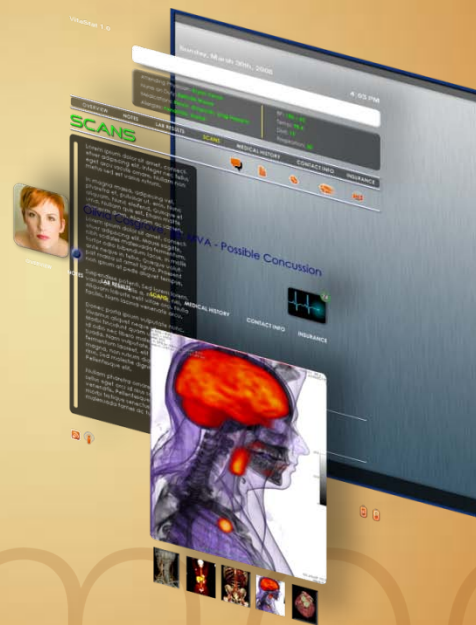
FKB Freelance Design, Michigan  
Graphic Design / Presentation / Concept



Graphic Design

Altia, Colorado

Interface Design: Medical Application





**Graphic Design**

**DaimlerChrysler Group, Michigan**  
Promotional: DCX Wallpapers



Design

## Web Design

Dynamic Global Exchange, Michigan  
Web Design: Exchange Student Company



## Web Design

### WiTech, Michigan

Web Re-Skin: Automotive Supply Company

The screenshot shows the WiTECH website with a light blue header and a white main content area. The WiTECH logo is in the top left. A search bar is in the top right. The main content is divided into several sections: a 'WELCOME' section with a router icon and text about the diagnostic system; an 'Important Information' section with a 'wITECH Knowledgebase' link; a 'Contact wITECH Support' section with phone, fax, and email information, and a 'wITECH Live Chat' button; an 'Installation Checklist' section with a table of items and their status; and a 'Latest News' section with a link to a software demo and a small image of the software interface. The footer contains navigation links for 'ENGLISH', 'SUPPORT', 'MY ACCOUNT', 'MANAGE ASSETS', 'ORDER PRODUCTS', and 'HOME', along with a copyright notice for 2009-2010 Chrysler LLC.

**wiTECH**

SEARCH

## WELCOME

wiTECH is a state of the art diagnostic system that will significantly improve technician efficiency by providing a secure mobile wireless connection to the vehicle and to DealerCONNECT.

This site will help facilitate the ordering and installation process for your dealership.

### Important Information

[wITECH Knowledgebase](#)

Contact wITECH Support  
Phone: 1-888948-3241  
Fax: 586-510-0252  
[Click here to email us](#)  
[wITECH Live Chat](#)


### Installation Checklist

The wITECH Installation Readiness Checklist will help guide you through the process to have a successful installation.

Status	Description
Complete	<a href="#">Business Contact</a>
Complete	<a href="#">IT Contact</a>
Complete	<a href="#">Installation Contact</a>
Complete	<a href="#">Quantity Confirmed</a>
Complete	<a href="#">Network Overview</a>
Complete	<a href="#">Network Information</a>
Complete	<a href="#">IP Address Information</a>
Complete	<a href="#">Shipping Address</a>

### Latest News

[Click the Image to watch the wITECH software demo](#)



ENGLISH | SUPPORT | MY ACCOUNT | MANAGE ASSETS | ORDER PRODUCTS | HOME

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**Flash Design**

**DaimlerChrysler, Michigan**  
Dodge Introduction



**Flash Design**

**DaimlerChrysler, Michigan**

Dodge Introduction



**Flash Design**

**MARS Advertising, Michigan**

New Business Email Blast

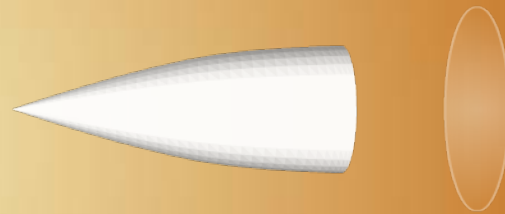
If the rate of change  
inside your organization  
is slower than  
the rate of change outside  
you're **falling behind.**



Multimedia  
Design

**Flash Design**

**Beyond the Point Designs, Michigan**  
Website Intro Page



Multimedia  
Design

# Thank You!

**Fredrickblack**

*Multimedia Designer*

**fredrick@fkb2.com**

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313-412-9214 (Michigan)