



619.829.1541 (Cell)
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Online Portfolio: <http://be.net/EdwinHurd/frame>

Photographer / Graphic Designer

Recent Work Experiences:

2000 to Present

Freelance Photographer/Graphic Designer

Possesses thorough knowledge of design elements, page layout and electronic paste-up; ability to develop a job from concept to print; strong understanding of design balance and proportion; copy and editing skills; solid grasp of color theory; extensive photo editing skills and effective typography.

- Oklahoma Press Association Award: "2001 Best Photography-Weekly Newspaper" for a photograph published in *The Oklahoma Eagle Newspaper* on March 22, 2001
- Published photography credits include *Oklahoma Today Magazine*, *Tulsa Cityscape Magazine*, The Annual Report For The City Of Tulsa, *Inside Tulsa Magazine*, *The Oklahoma Eagle Newspaper*, *Urban Tulsa Weekly*, the *Tulsa World* newspaper, AAA of Oklahoma's *Home & Away Magazine*, and Hewlett-Packard Company's *Measure Magazine*
- Created and developed several 4-color print collateral pieces (including full-page ads and direct mailers) for Sprint

2005 to 2008

Photographer/Digital Image Specialist

Options Online
San Diego CA

Traveled extensively (California, Colorado, and Nevada) to perform detailed 35mm photo-shoots of builder new home/condo models. Composed image arrangements and developed virtual tours of home models allowing home buyers an online preview of available floor plans, standard features and optional upgrades offered for their new homes.

Provided the Content Management Team (catalog developers and image bank managers) with graphic compositions, layouts and image optimization for online community options catalogs. Responsibilities included enhancing digital images (utilizing adjustment layers, layer masking, curves, replace color and color balancing), scanning and optimizing community phase floor plans and uploading all images to the appropriate file directories. Successfully and consistently executed all duties within production scheduling.

- Championed the company's migration from use of point-and-shoot to 35mm SLR cameras with external flash in order to exploit major improvement in digital image quality, flexibility and ease of use
- Introduced the PhotoShop feature "Batch File Renaming" into workflow to maximize productivity

Related Work Experiences:

Student Graphic Arts Camera Operator

Oklahoma Daily Student Publications
Norman, Oklahoma

Media Assistant

Urban League Community Media Center
Oklahoma City, Oklahoma

Public Relations Summer Intern

Oklahoma Natural Gas Company
Tulsa, Oklahoma

Photographer-Feature Writer

The Oklahoma Eagle Newspaper
Tulsa, Oklahoma

Education:

Platt College Of San Diego, Inc.
Associate of Applied Science degree
Graphic Design and Multimedia (3.84/4.0 GPA)

University of Oklahoma
Bachelor of Arts degree
Journalism

SOFTWARE EXPERIENCE

Macintosh OS	Windows XP
Adobe PhotoShop	Adobe Illustrator
Adobe InDesign	Adobe Streamline
Adobe Acrobat	QuarkXpress
Microsoft Word	Extensis Portfolio
BBedit/HTML	Fetch
Toast Titanium	Final Cut Pro
Director 8	SoundEdit 16

ADDITIONAL SKILLS

Typography
35mm SLR Photography
Time Management
Spelling • Grammar • Word Usage
Writing • Editing • Proofreading