



PATRICK EBERT

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professional
experience

Milwaukee World Festival, Inc., aka "Summerfest"
200 North Harbor Drive • Milwaukee, WI 53202

Senior Graphic Designer • July 2004 - Present

- Manage the entire Summerfest Art Department, including the supervision and project delegation of one full-time Graphic Designer and the seasonal Sign Shop employees.
- Collaborate with the Marketing and Sponsorship Departments to create plans and ideas, managing them through to a printable, finished product while adhering to project deadlines.
- Work in partnership with the Marketing Director in establishing year-to-year campaign graphic elements and logo standard usage guides.
- Coordinate the production and design of all printed materials promoting Summerfest.
- Create and enforce visual aesthetic standards for all events held on the Henry W. Maier Festival Grounds.
- Provide creative guidance and design elements to the Information Technologies Department for the development of Summerfest's website.
- Establish and maintain strong relationships with printing vendors to obtain bids for projects.
- Direct the production and installation of all signage used for Summerfest, the ethnic festivals and special events located on the Henry W. Maier Festival Grounds.
- Maintain a \$250,000 budget.

Graphic Designer • September 1997 - July 2004

- Created advertisements, brochures, fliers, invitations, logos, newsletters, passes, posters, program covers and tickets for Summerfest, Winterfest and the International Arts Festival.
- Drafted original illustrations to be used for printed materials and event signage.
- Developed signage for Summerfest, Winterfest, the International Arts Festival and the ethnic festivals on the Henry W. Maier Festival Grounds.
- Assisted the Senior Graphic Designer in project distribution and conflict management.
- Organized files for print including the collection of files and fonts and attended press checks to ensure print quality.
- Designed conceptual sketches with the Architectural Design Department to enhance the aesthetics of on-site festival structures.

Sign Shop Artist • April 1997 - September 1997

- Followed measurements to layout by applying vinyl lettering, designs and corporate logos for all of the signage used for Summerfest and Milwaukee's ethnic festivals.
- Installed and maintained the condition of signage throughout the Summerfest grounds.

Freelance Graphic Design • Ebert Design

Clients include:

- Lumen Christi Catholic Church
- St. Joan Antida High School
- Perfect Game USA
- Christopher Bluhm Photography
- Divna women's clothing
- Brewerfan.net

computer
skills

- Established in Macintosh computers and operating systems, the Adobe Creative Suite (CS2), Adobe Photoshop, Adobe Illustrator, Adobe Acrobat and Quark XPress.
- Proficient in the Gerber Graphix Advantage Sign Plotting Program and Microsoft Office.

education

University of Wisconsin, Milwaukee • May 1997

Bachelor of Fine Arts in Art with a submajor in Fibers/Surface Design

Emphasis:

- Created dynamic fabric and textile designs through screenprinting, resist processes, quilting and computer design.
- Explored in-depth aspects of printmaking, graphic design, drawing and painting and art history.