

Richard Travis Hoecker

4581 Saratoga Ave. • San Diego, CA 92107 • (619) 244-2172 • travishoecker@cox.net • www.halcyoner.com

GRAPHIC DESIGN / WEB DESIGN / VIDEO PRODUCTION

SUMMARY OF QUALIFICATIONS

Passionate, dedicated graphic designer with strong technical skills • Graphic design background with the ability to interact effectively on all levels in business while embracing diversity in technology in various environments & industries • Long-time interest in design & typography with the desire to create high quality productions • Ability to see the larger picture and to lead within the assigned tasks to accomplish goals.

CORE COMPETENCIES

Adobe: Photoshop CS3, Illustrator CS3, InDesign CS3, Dreamweaver CS3, Flash CS3, Premiere CS3, Encore CS3, After Effects CS3, HTML & CSS design, Apple Final Cut Pro HD, QuarkXpress 6.0.

PROFESSIONAL EXPERIENCE

Intercasting Corporation Inc., San Diego, CA 2007 - 2008
Graphic / Web Designer

- Managed the creation of banner ads for high-profile clients such as **Myspace**, **AT&T**, & **T-Mobile** increasing visibility for clients.
- Created weekly promotional web pages for **Sony Music** artists which elevated ringtone and album page views by 10%.
- Designed user friendly icons for use in mobile devices, resulting in proficiency in pixel based art.

Kintera Inc., San Diego, CA 2005 - 2007
Customer Service Representative

- Resolved technical issues for **American Heart Association**, and other non-profits, to insure donations were made quickly and easily.
- Specialized in providing professional, courteous and efficient support of Kintera's products.
- Extensive client contact on the phone and via email, creating strong relationships with clients.

eMusic.com, San Diego, CA 2003 - 2004
Content Manager / Label Relations

- Coordinated with record labels, **RCA**, **Rio**, & **Hewlett-Packard** for cross-promotion, heightening eMusic's visibility.
- Responsible for smooth upload of content for use on eMusic.com, resulting in an expansion of eMusic's traffic and music catalog.
- Maintained awareness of download trends, allowing adjustment of artist's online presence.

MP3.com/Vivendi Universal Net, San Diego, CA 2000 - 2003
Content Manager

- Supervised musical content for high-profile clients such as **Heineken**, **Tag Heuer** and **Toyota** for use in their promotions, increasing visibility of MP3.com's catalog of artists.
- Approved content for use on MP3.com and various clients by filtering out copyrighted material.
- Tested applications developed by MP3.com for quality assurance, resulting in improved performance of various applications.

EDUCATION

Platt College, San Diego, CA
Bachelor of Science in Media Arts, 2008
Associate of Applied Sciences in Graphic Design, 2006
Specialized Diploma in Digital Video Production, 2007
Specialized Diploma in Web Design, 2007

Grossmont College, San Diego, CA
Associate in Arts General Education, 1996
Major: Telecommunications/Film
