



# E.J. / EDWARD J HAGEN III

GRAPHIC DESIGNER / MARKETING SPECIALIST



## WORK EXPERIENCE

2002-2017

### GRAPHIC DESIGNER

at Herley Industries Inc.

Lancaster

Initially brought in part-time to create marketing product spec / cut sheets (in Quark), PowerPoint / Microsoft Suite work and general clerical work. I was quickly given a lot more responsibility, promoted to full-time, and made the sole graphic designer for Herley Industries Inc. and their (at that time) 10 facilities worldwide. These duties would remain unchanged for my nearly 15 years with the company and are listed on the **next page**.

### MARKETING COMMUNICATIONS SPECIALIST

at Ultra Electronics Ltd. (2015-2017)

Lancaster

Ultra Electronics Ltd. (UK) acquired Herley from Kratos (see below), and I was again tasked to rebrand all Herley marketing material to Ultra's branding guidelines as well as continue with all my regular duties for the Herley divisions. Unfortunately, Ultra decided to consolidate Herley properties and cut budgets. Over one-third of the workforce was laid off, with my position being the final cut.

### ART DIRECTOR / GRAPHIC DESIGNER

at Kratos Defense & Security Solutions (2012-2015)

Lancaster

Herley was acquired by Kratos, and I was requested back to take over my previous duties, with additional focus on the flight and rebranding of all Herley marketing materials. I was also given administrator status to the Kratos website to work with their lead developer on the integration of Herley's web needs, as well as those of other companies under the Kratos umbrella.

2008-2012

### BASSIST / LOGISTICS

at the Morning After Girls

New York City / Touring

I was asked to join Australian band the Morning After Girls and accepted at the encouragement of my superiors at Herley. For two and a half years I toured the United States and Canada and recorded extensively. In addition to being the bassist and sequence designer, I handled much of the touring logistics, including handling reservations and money, designing flyers and posters, and performing other duties as needed. There is a short documentary titled *Alone in North America* that chronicles this time, which was featured in and won *Best Short* at a few indie film festivals.

1996-Present

### GRAPHIC DESIGNER / WEB / SOUND DESIGN / ETC.

at Freelance

Lancaster

Like many designers, I've done a considerable amount of freelance work. My experience began in 1996 while creating web ad banners (GIFs) for CDNow in Ambler, PA. This led to the same type of work with Webvan, Pets.com, GeoCities, and even Google, until the dot-com bust dried up the work opportunities. Since then, I have also built websites, created flyers and album artwork for bands and musicians, and designed logos and merchandise for small businesses.



## EDUCATION

Present

### DIGITAL MARKETING PROFESSIONAL

at Pennsylvania College of Art & Design

Lancaster

Currently enrolled in evening classes toward a Digital Marketing Professional certificate, focusing on WordPress, UX/UI, and SEO to help round out my resume for today's needs. Currently hold a 4.0 GPA.

1995-1997, 1999-2000

### COMMUNICATION DESIGN

at Kutztown University

Kutztown

Completed coursework toward a bachelor of arts degree in communication design.

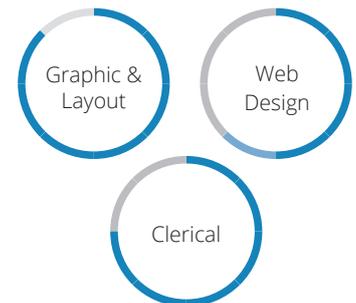


## WHY ME?

The simple answer is I just enjoy designing and the problem solving that comes with it! Being the sole designer in the same company for so long, while wearing many different hats, required me to think quickly, move quickly, and produce great results quickly. I enjoy working in a team setting and getting things done, which is also apparent in my main "hobby" of playing music. The creativity, effort, and work to produce something new and successful is what I thrive on as a person.



## SKILLS



Adobe Photoshop	● ● ● ● ● ●
Adobe InDesign	● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ●
Adobe Acrobat	● ● ● ● ● ●
Microsoft Suite	● ● ● ● ● ●
Microsoft PowerPoint	● ● ● ● ● ●
CSS/HTML	● ● ● ● ● ●
WordPress	● ● ● ● ● ●
ProTools/Steinberg	● ● ● ● ● ●
Premiere/AfterEffects	● ● ● ● ● ●

## CONTACTS

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## RESPONSIBILITIES AT HERLEY / KRATOS / ULTRA ELECTRONICS

### GRAPHIC DESIGN

I handled the design and production of all sales and marketing materials for Herley Industries using the Adobe Suite and Microsoft applications.

- All product cut sheets / data sheets for print and web
- Company branding guidelines for Herley and Kratos
- Catalogs, brochures, newsletters, posters, business cards, greeting / holiday cards
- Trade show graphics for pop-ups, pull-ups, booths
- Logos and signage for both indoor and outdoor use
- Advertisements for trade magazines and show material
- PowerPoint presentations
- In-house flyers for all HR, fundraising, company events
- Merchandise and giveaways: shirts, hats, pens, clocks, plaques, calendars, etc.

### WEB

Herley's website was its main avenue of product advertisement. I was in charge of all site updates and modification post-build from developers.

- Created and updated all product sheets as updates passed the legal department
- Handled updates to news, investor relations, trade show events calendars, employment openings
- Created new pages, including password-encrypted pages for sensitive materials, and updated site navigation accordingly
- Created and updated photos, maps, presentations
- Assisted Kratos's lead website developer in the creation and population of the website for integration of newly acquired companies' catalogs

### TRADE SHOW COORDINATION

I not only designed graphics, but I coordinated literally everything else for an average of 15 shows a year worldwide.

- Researched, corresponded with, and got estimates from vendors for booth materials and print
- Designed and produced trade show graphics and marketing materials
- Researched and booked shows
- Coordinated registration fees, booth space, rentals, coffee / food
- Provided ads / company profiles / logos for show booklets and web ad space
- Set up booths in facility for marketing heads to review prior to shipping
- Gathered, packed, and shipped all material to and from shows
- Coordinated export licenses and bills of lading for sending sensitive material overseas

### PHOTOGRAPHY

I acted as the company photographer. Because of the sensitive / confidential nature of the company's products, it was not possible to coordinate with outside vendors for photography needs.

- Photographed products for use in marketing materials
- Worked with the engineering department to create mock-ups of products still in development
- Took in-house and facility photos for use in marketing materials
- Photographed company events for newsletters and other materials
- Procured rights and licenses via direct communication with other companies / institutions for use of their products in our marketing materials (NASA, Boeing, Lockheed Martin, Northrop Grumman, SpaceX, all branches of the United States Armed Forces, and even other countries' militaries, to name a few)

### COMMUNICATION & DIRECTION

I worked on my own most of the time, but also worked directly with the president(s), engineering, IT, the heads of human resources, division lawyers, and the Lancaster branch's sales and marketing team. However, fulfilling my duties entailed tracking people down for information and photo ops, which probably made me the person who communicated with all functions and positions within the company most. Some of my main relationships included:

- Sales & Marketing Department: Collaborated on concepts and carried out requested revisions
- Engineering Department: Tracked down specs, graphs, and technical data for marketing materials
- Accounting Department: I had a company card and access to our accounts for items such as shipping, trade show materials and reservations, print vendors, materials for as much in-house printing as possible, merch / giveaways, etc. I spent considerable time getting everything signed off through the proper channels with the accounting department.
- IT Department: I worked with IT often, on a variety of projects. I usually assisted them by troubleshooting employees software problems when the IT department was not available. Also they would have me create our employee security badges for the building and design / update video that looped on TVs around the facility or to welcome clients / customers to the facility.
- ITAR Compliance Officer: Because I was the main content creator, ITAR (International Trafficking in Arms Regulations) compliance was an important part of my job. Knowing who can and can't view ITAR-regulated and classified information is a bit tricky. I often looked to our ITAR compliance officer for direction, but was probably considered the second most knowledgeable employee on the subject.
- President: Completed any tasks as requested.



## FUN FACTS



I have a dog.  
He's a Westie.  
His name is Ollie.



I enjoy making images of space, with no images used. Strictly from a blank slate in Photoshop.



I've done a lot of music over the years. Recently I gave Kipepeo-Clothing, a German company that makes organic clothing to support children's education in East Africa, full free license to use the above album in whatever promotional material they wish.

## SUMMARY

In short, I am looking for a great opportunity and atmosphere to do what I know and enjoy doing, which is layout and graphic design. While I enjoyed my time at Herley, I would like a change from the defense / military workplace atmosphere. I've owned my home near F&M for 15 years and love Lancaster, so I am eager to find a design job around the area with a company that is a bit more progressive. I work hard, enjoy problem solving, love to create, and would welcome the opportunity to be part of a team that wishes to prosper.