

Hello!
¡Hola!
Kumusta!
Ciao!
Bonjour!

I want to
design for you.

Dear Hiring Manager:

I read your posting for a graphic designer with great interest. If you are looking for a creative designer with a strong background in conceptual design to join your marketing team, please consider my résumé.

As the art director of *Motorcyclist* and *Sport Rider* magazines, collaborating and designing creative concepts under very tight deadlines was my specialty. Although designing the print magazine was my main responsibility, I contributed my skills as a photographer, illustrator and writer.

Given the opportunity, I am confident in my abilities to deliver creative solutions to your company. I have attached a few samples for your consideration. I look forward to scheduling an interview so that I may formally present my portfolio.

Sincerely:

Joe Neric

Hi! My name is Joe Neric and this is my résumé.

WHAT IS YOUR DEFINITION OF SUCCESS?

I believe you're successful when you have the option to choose. I chose to become a designer, and to that end, I am successful. I help people communicate with their audience. My ability to create clear, concise concepts helps my clients achieve success. Whether it be an advertisement, illustration or logo, communicating with your audience is essential. That's where I come in.

DESIGN EXPERIENCE

I guess we should be serious for this bit...

June 2014 – February 2015, currently freelance

ART DIRECTOR

SPORT RIDER & MOTORCYCLE CRUISER MAGAZINES | IRVINE, CA

Sport Rider magazine (Circulation 58,000)

Designed a motorcycle publication targeted toward the sportbike enthusiast. Directed photographers and professional motorcycle riders in creating exciting photographs that show sportbikes being pushed to the limit. Contributed my skills as a photographer, extending the editorial budget. Spearheaded the redesign of *Sport Rider*, creating an updated and more exciting look and feel to the magazine.

Motorcycle Cruiser magazine (Circulation 31,000)

Designed a motorcycle magazine targeted toward the cruiser enthusiast. Directed photographers and riders to create photographs that showcase the cruiser lifestyle. Contributed my skills as a photographer concentrating on product and action photos.

February 2007 – June 2014

ART DIRECTOR

MOTORCYCLIST MAGAZINE | IRVINE, CA

(Global circulation 200,000)

Designed a monthly, 103-year-old motorcycle enthusiast's magazine that communicated to all motorcyclists. Solved complex design problems under tight deadlines. Worked closely with the editorial staff, creating concepts of showcasing motorcycle-related products to multi-bike comparison

tests. Directed freelance photographers, professional motorcycle riders, and fashion models to create exciting and visually stunning photographs. Used photography skills to help stretch the editorial budget by alleviating \$5,000–\$15,000 in photography budget per month. Created an archival system that is still used today. Contributed editorial content with motorcycle and product reviews.

Let's go back. Way back!

February 2006 – May 2007

ART DIRECTOR

ATV RIDER MAGAZINE

LOS ANGELES, CA

May 2005 – February 2006

ASSISTANT ART DIRECTOR

DIRT RIDER & MOTORCYCLIST MAGAZINES

LOS ANGELES, CA

August 2002 – April 2005

GRAPHIC DESIGNER

PENTEL OF AMERICA, LTD.

TORRANCE, CA

SKILLS & TOOLS I USE

Batman has a utility belt. These are my tools.



ADOBE INDESIGN



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



PHOTOGRAPHY



CONCEPTUALIZING



COPYWRITING



SCHOOL

BROOKS COLLEGE OF DESIGN

LONG BEACH, CA

GRAPHIC DESIGN

Graduated with honors, 2001

INTERESTS

Swimming *I've been swimming competitively since '89.*

Golf *I have a 14 handicap... Alas, the PGA Tour must wait.*

Triathalons *I don't know why. Because I hate running.*

Motorsports *I work on my own car, even though I shouldn't.*

Cooking *I make a mean roasted chicken. Seriously!*

Woodworking *I still have all of my fingers. For now.*

Home Brewing *Because why not, right?*

Wine Tasting *Nothing beats a good Zinfandel.*

If I am the right fit for your team, let's connect!

Phone: (562) 394-7145

Email: jneric@gmail.com

Also, check out:
joeneric.com





Project FJR Highlights

Engine
Thunderbolt 1300
 The 1300cc engine is a masterpiece of engineering, featuring a 4-cylinder, liquid-cooled, DOHC design. It's the heart of the bike, providing a smooth and powerful ride.

Transmission
6-Speed
 The 6-speed transmission is designed for smooth shifting and precise control, making it a joy to ride.

Chassis
Aluminum Frame
 The aluminum frame is a key feature, providing a lightweight and rigid structure for the bike.

Wheels
17-inch
 The 17-inch wheels provide a smooth and stable ride, even on rough roads.

Brakes
4-Wheel Disc
 The 4-wheel disc brakes provide excellent stopping power, ensuring your safety on the road.

Seat
Comfortable
 The comfortable seat is designed for long rides, providing support and cushioning.

Storage
10 Tie-downs
 The 10 tie-downs are a handy feature for securing your gear in the storage compartments.

Lighting
LED
 The LED lighting is a modern touch, providing bright and clear illumination.

Accessories
Available
 A wide range of accessories is available for the FJR1300, allowing you to customize your bike.

Performance
130 HP
 The 130 HP engine provides a powerful and responsive ride, making it a favorite among riders.

Comfort
170 Miles
 The 170-mile range is a testament to the bike's fuel efficiency and long-distance capabilities.

Reliability
Yamaha
 Yamaha's reputation for reliability is well-earned, and the FJR1300 is no exception.

PROJECT PROBLEM CHILD

2014 Yamaha FZ-09 Project Bike

Sport rider's FZ-09 testbike gets some aftermarket love with the hope of straightening the bike's attitude out

1 The Yamaha FZ-09 is a sport bike that's been a popular choice for riders looking for a fun and powerful machine. However, some riders have reported issues with the bike's handling, particularly when it comes to the rear wheel's attitude. This is where the 'Project Problem Child' comes in. The bike is being modified with aftermarket parts to improve its performance and stability. The modifications include a new rear shock absorber, a new rear spring, and a new rear wheel. The hope is that these changes will help the bike handle better and provide a more enjoyable riding experience.

2 The Yamaha FZ-09 is a sport bike that's been a popular choice for riders looking for a fun and powerful machine. However, some riders have reported issues with the bike's handling, particularly when it comes to the rear wheel's attitude. This is where the 'Project Problem Child' comes in. The bike is being modified with aftermarket parts to improve its performance and stability. The modifications include a new rear shock absorber, a new rear spring, and a new rear wheel. The hope is that these changes will help the bike handle better and provide a more enjoyable riding experience.

CLASS OF 2013

ONE-PERCENT RIDES

Exercising This Season's Most Exotic Superbikes

Questions about the "Class of 2013" are being asked by many riders. The "Class of 2013" is a group of exotic superbikes that are expected to be the most popular and exciting of the season. These bikes are designed to provide a unique and thrilling riding experience. They feature advanced technology, powerful engines, and sleek designs. The "Class of 2013" includes a variety of models, from sport bikes to touring bikes. Each model has its own unique features and benefits. The "Class of 2013" is a testament to the passion and innovation of the motorcycle industry.

1 The "Class of 2013" is a group of exotic superbikes that are expected to be the most popular and exciting of the season. These bikes are designed to provide a unique and thrilling riding experience. They feature advanced technology, powerful engines, and sleek designs. The "Class of 2013" includes a variety of models, from sport bikes to touring bikes. Each model has its own unique features and benefits. The "Class of 2013" is a testament to the passion and innovation of the motorcycle industry.

2 The "Class of 2013" is a group of exotic superbikes that are expected to be the most popular and exciting of the season. These bikes are designed to provide a unique and thrilling riding experience. They feature advanced technology, powerful engines, and sleek designs. The "Class of 2013" includes a variety of models, from sport bikes to touring bikes. Each model has its own unique features and benefits. The "Class of 2013" is a testament to the passion and innovation of the motorcycle industry.

Cheap Thrills

16 Sporty Bikes Under \$9K

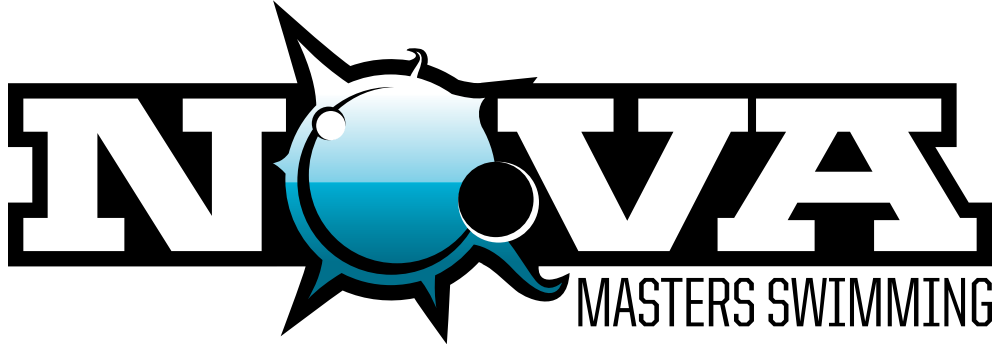
What's Your Game?

Safety Dances
 The safety of your ride is always the top priority. Make sure you're wearing your seat belt and using your mirrors. Stay alert and focused on the road. Safety is the key to a fun and enjoyable ride.

1 The "Cheap Thrills" section features 16 sporty motorcycles, all priced under \$9,000. These bikes are designed to provide a fun and exciting riding experience without breaking the bank. They feature powerful engines, sleek designs, and advanced technology. The "Cheap Thrills" section is a great resource for riders looking for a new and exciting motorcycle.

2 The "Cheap Thrills" section features 16 sporty motorcycles, all priced under \$9,000. These bikes are designed to provide a fun and exciting riding experience without breaking the bank. They feature powerful engines, sleek designs, and advanced technology. The "Cheap Thrills" section is a great resource for riders looking for a new and exciting motorcycle.

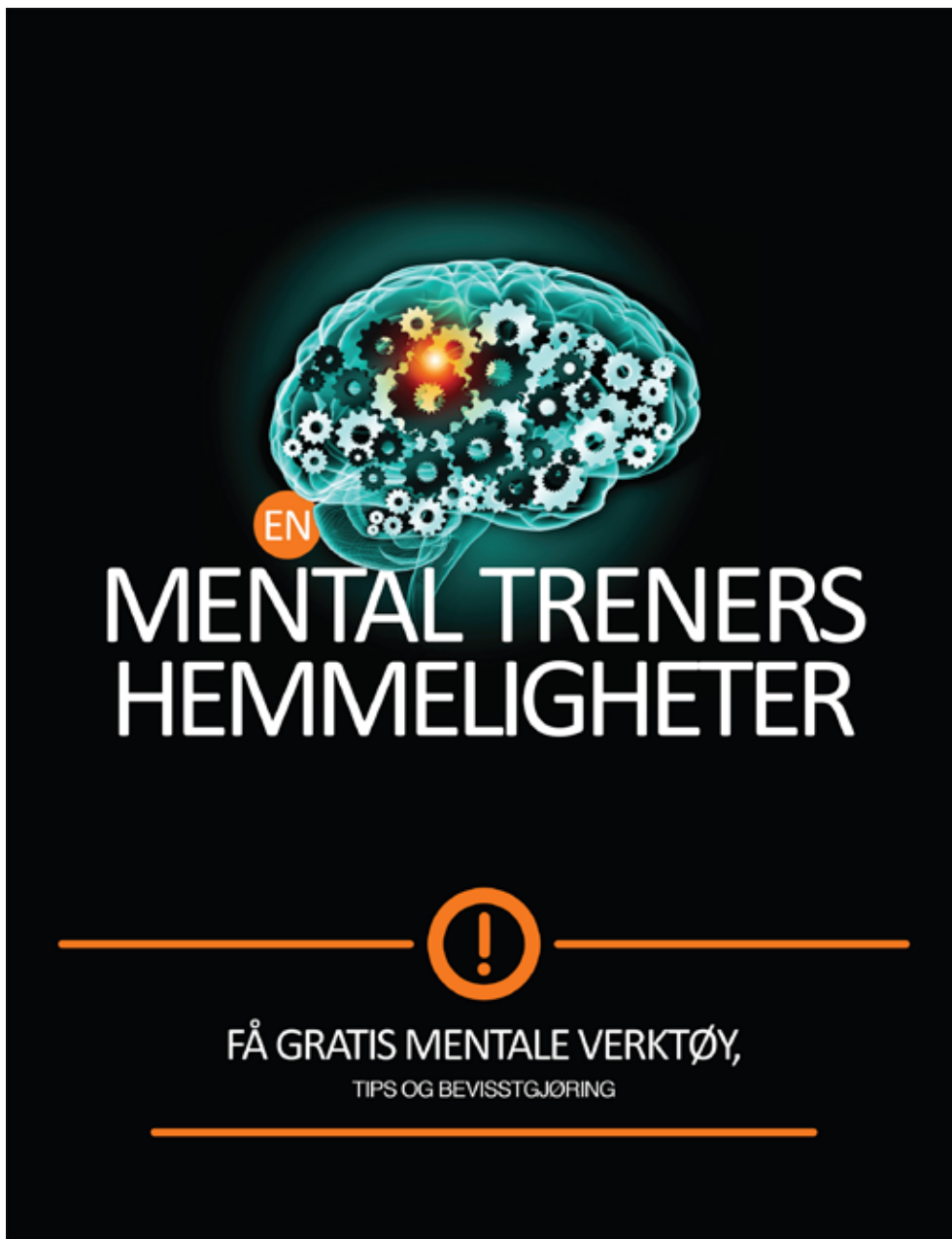
LOGO DESIGN



Preferred Impressions
SIGN & DISPLAY



BOOK COVER AND LAYOUT



OVERSIKT

DE FLESTE AV OSS ØNSKER Å FORBEDRE SEG PÅ ENTEN ØKONOMI, VEKT, BOSTED, JOBB ETC.

Men har vi egentlig oversikten over hvor mye tid vi egentlig bruker på det vi vil forandre? Vet du hvor mye på penger du bruker hver måned (ned til hvert minste øre)? Vet du på grammet hvor mange kalorier du spiser på en uke? Har du oversikten over mange timer du bruker på konkrete tiltak hver uke for å få deg en bedre stilling eller en annen jobb?

Her er et lite tips til deg som vil få en oversikt over hva du ønsker å forbedre.

Kjøp en liten notat bok eller finn en passende App, skriv ned alle gangene du bruker penger, hver skive du spiser, hver gang du leser i en bok.

Du vil ved ukeslutt få en komplett oversikt over hva du forbraker, spiser osv.

Med en god oversikt vil du bli overrasket hvor mye eller lite du gjør i den retningen av det du vil forandre på.

Du har nå skaffet deg grunnlaget for det du må forbedre.

BEVISSTGJØRING – HVORFOR STÅR JEG DER JEG STÅR

Hva er årsaken til at du står akkurat der du står idag?! Med det mener jeg hva er årsaken til at din status i livet er akkurat det den er idag, f.eks hvilken jobb du har, hvor du bor, hvor god fysisk form du har, hvem du er i forhold med etc.

“Det er en tilfeldighet eller jo det ble sånn pga at det skjedde etc etc.” Det som har skjedd får vi ikke gjort noe med!! Det som skjer fremover i tid får vi gjort noe med.

Dine handlinger fra akkurat dette minutt du leser dette og fremover i tid har du en innvirkning på!

Vi alle er et resultat av våre vaner og rutiner!, vi tolker informasjon og oppfatter omverden på akkurat samme måte hver dag!

FREM TIL EN TING SKJER!! BEVISSTGJØRING!

Når du blir bevisst hva som er årsaken til at du tolker, analyserer, handler som du gjør kan du gjøre et tiltak. IKKE FØR!

Her har jeg en liten utfordring til deg! Bruk gjerne en notatblokk eller notat på mobilen og noter ned hver gang du får en negativ tanke! Til kvelden teller du over hvor mange ganger og spør deg selv følgende:

Hva er årsaken til at denne tanken/følelsen kommer igjen så mange ganger? Hva konkret kan jeg gjøre for at dette skal endre seg?

PACKAGING DESIGN



POSTER DESIGN



PHOTOGRAPHY



PHOTOGRAPHY

