

# FREDERICK C. SANDERS, JR.

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## EDUCATION

Bachelor of Science, Computer Information Systems  
Louisiana Tech University (Ruston, LA)  
November 2002

## SKILLS / ACCOMPLISHMENTS

### *Web / Graphics Design, Branding*

- Senior graphic designer for Williams Lea / Bank of America (Creative Services NY).  
Duties include:
  - Conceptualizing and executing business stationery and applications for Bank of America brand, affiliates, and clients
  - Designing, developing, and implementing identity for internal brands
- Creative director and design lead (FCSANDERS.COM). Clients have included:
  - Entertainment/sports personalities:
    - Grammy-Award-Winning Recording Artist, Maxwell
    - IFBB Mr. Olympia 2008, Dexter Jackson
  - Large corporations: Verizon Wireless (Morristown, NJ)
  - Small business: Beacon Restaurant (New York, NY)
  - International business
- Graphic designer for WAFB Channel 9 television station. Tasks included:
  - Communicating and working well with a team of directors, producers, and artists daily in a fast paced environment with very rigid deadlines
  - Conceptualizing and designing graphics for newscasts, commercial production, marketing and promotional materials, and various other forms of print media
  - Conceptualizing and designing entire on-air look for special programming such as Louisiana Living (Home & Garden Show) and LSU Sports Specials
  - Editing and managing content on WAFB website including the creation of dynamic Flash applications
- 6-time IAWMD Golden Web Award Winner for 6 different web designs

### *Computer Skills*

- Hardware: IBM compatible PC's, Apple/Macintosh
- Operating Systems: Windows (All versions), Mac OS (All versions)
- Software: Adobe Master Collection (up to CS5.5 and specializing in Photoshop, Flash, Illustrator, InDesign and DreamWeaver), Reason, Swift 3D, Microsoft Office
- Programming Languages: HTML, CSS, ActionScript 2.0, PHP/MySQL, JavaScript, XML, AJAX, jQuery

### *Leadership*

- Responsible for building and sustaining a sizable clientele, managing design projects from concept to completion, and handling all business matters for FCSANDERS.COM.
- Partner and creative/branding director for New York City based event planning and promoting company 21-TODRINK.COM.
- Instrumental in the establishment and development of the Louisiana Tech University on-campus television station, and responsible for the vision and selection of all on-air programming.

## **WEB PORTFOLIO**

Web portfolio located at <http://www.fcsanders.com>

## **RELEVANT EXPERIENCE**

### *Senior Graphic Designer*

Williams Lea | Bank of America (New York, NY)  
2010 — Present

### *Freelance / Creative Director*

FCSANDERS.COM (New York, NY)  
2004 — Present

### *Graphics Artist*

WAFB Channel 9 (Baton Rouge, LA)  
2005 — 2007

### *Graphic Designer / Videographer*

Louisiana Tech University (Tech TV Ruston, LA)  
2001 — 2003

## **AFFILIATIONS / HONORS**

- International Association of Web Masters and Designers (Certified Webmaster)
- NASM certified personal trainer
- Phi Mu Alpha Sinfonia Fraternity of America, Inc.
- Freelancers Union
- NAPP (National Association of Photoshop Professionals)
- Elected member of City at Peace (Baton Rouge, LA)
- Elected member of Baton Rouge Poetry Alliance (Baton Rouge, LA)