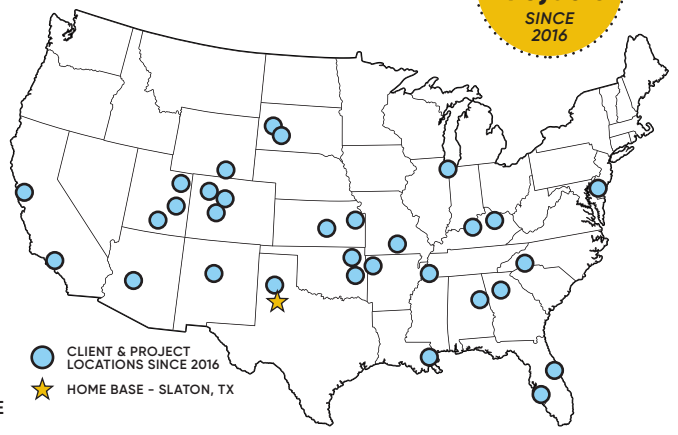


# JAMIE FERGUSON

## DESIGN RESUME

**Clients & Projects**  
SINCE 2016



### ABOUT ME

I am an independent contractor with more than twenty years of professional design experience.

Based out of West Texas, I work with a wide range of clients across the U.S., including the downtown associations of several fast-growing, mid-sized cities, and a number of premiere tourism destinations in the Mountain West:

- **Rapid City, South Dakota**  
Hub city for the Black Hills, Mt. Rushmore and the Badlands
- **Estes Park, Colorado**  
Gateway town to Rocky Mountain National Park
- **Moab, Utah**  
Gateway town for several popular national parks

I specialize in  
**MAPS**  
&  
**ADS**

My **maps** are accurate, detailed, attractive and useful.

Intended for:

- City & municipal governments
- Local businesses
- Regional guidebooks
- Outdoor recreation

My **ads** are eye-catching, client-approved, on spec and on time.

Intended for:

- Regional guidebooks
- Newspapers & magazines
- Local businesses

### NOTABLE CLIENTS

#### APR. 2024 DOWNTOWN TULSA PARTNERSHIP

Awarded a bid to design and produce five print & marketing materials for the 2024 State of Downtown Tulsa event, hosted by the Downtown Tulsa Partnership.

- 28 PAGE INFOGRAPHIC PUBLICATION
  - EMPLOYEE & RESIDENT DEMOGRAPHICS
  - TOURISM, RETAIL & COMMERCIAL TRENDS
  - ANALYSIS & RECOMMENDATIONS
- SAVE-THE DATE • INVITATION
- EVENT PROGRAM • POWERPOINT TEMPLATE

#### SINCE 2023 EXPERIENCE FAYETTEVILLE

Regular designer for the Fayetteville, AR downtown association, producing a range of detailed city & downtown maps.

- FAYETTEVILLE CITY OVERVIEW MAP
- FAYETTEVILLE DOWNTOWN DINING & SHOPPING LOCATOR MAP
- FAYETTEVILLE CITY OVERVIEW DETAILED FOLD-OUT ROAD MAP

#### SINCE 2023 VISIT RAPID CITY

Regular designer for the Rapid City, SD downtown association, producing a range of regional maps and marketing materials.

- DOWNTOWN RAPID CITY DINING & SHOPPING LOCATOR MAP
- RAPID CITY OVERVIEW MAP
- BLACK HILLS AREA MAP
- MAIN ST. SQUARE/MEMORIAL PARK EVENT PERMIT MAPS
- 2024 VISIT RAPID CITY VISITOR GUIDE

The OFFICIAL guidebook of Rapid City

#### SINCE 2021 TOWN OF ESTES PARK

Contracted on-call designer for the public transportation department of a busy tourism-focused town. Projects include:

- YEARLY SHUTTLE MAP & SCHEDULE
- YEARLY SHUTTLE BROCHURE
- TROLLEY & BUS STOP SIGNS
- OFFICIAL TOWN PARKING MAP
- ADVERTISEMENTS
- PRESENTATION DESIGN

#### SINCE 2017 GUESTGUIDE PUBLICATIONS

Contracted designer responsible for designing and producing three local guidebooks a year, including print advertisements and regional maps.

**PUBLICATIONS:**

- ESTES PARK VACATIONLAND & RESTAURANT GUIDE
- MOAB GUESTGUIDE
- GRAND COUNTY MENU GUIDE

The OFFICIAL guidebook of Estes Park

### QUALIFICATIONS & SKILLS

- ✓ AFFORDABLE RATES
- ✓ CLEAR COMMUNICATION
- ✓ CREATIVE PROBLEM SOLVING
- ✓ ENTHUSIASTIC CLIENT APPROVAL
- ✓ FIRM DEADLINES
- ✓ RELIABLE & FLEXIBLE AVAILABILITY
- ✓ THOROUGH PRINT PREP

**ADOBE CREATIVE SUITE**  
20+ YEARS EXPERIENCE

**ILLUSTRATOR**

**INDESIGN**

**PHOTOSHOP**

COVERED BY PROFESSIONAL LIABILITY INSURANCE

"I was able to speak with your references last week, and **your clients love working with you!**

Director of Marketing & Experience  
Downtown Tulsa Partnership

**CONTACT ME**



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