

RON HAAKE

GRAPHIC DESIGNER | SIGN & DISPLAY SPECIALIST

Beaverton, OR

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Portfolio: glyphartstudio.com/graphic-design

PROFESSIONAL SUMMARY

Production-focused designer specializing in large-format graphics, sign fabrication, and installation workflows. Experienced across the full project lifecycle from concept through build and deployment, with hands-on operation of wide-format equipment in high-volume production environments. Known for accuracy in file preparation, color management, and translating design intent into fabrication-ready output.

CORE EXPERIENCE

Graphic Designer & Production Lead (Owner-operated studio)

Glyph Art Studio — Holualoa, HI (2008–2025)

- Prepared and managed daily in-house print output ranging from small-format collateral to 44-inch-wide graphics
- Produced vinyl graphics including cutting, weeding, taping, lamination, and substrate preparation for finished signage
- Preflighted and prepared press-ready files for offset, digital, and wide-format printing including ICC profile management and color correction
- Performed site measurements and translated field dimensions into accurately scaled production graphics and layouts
- Coordinated external production for oversized applications beyond in-house capabilities
- Designed marketing collateral, posters, proposals, packaging, and large-format graphics for corporate and commercial clients
- Interpreted client and marketing briefs to develop layout solutions balancing visual hierarchy, brand standards, and production constraints
- Developed layout systems and template structures supporting repeatable marketing campaigns and collateral production
- Managed multiple concurrent projects under tight timelines with organized file systems, version control, and deadline accountability

Art Director & Production Designer

Scene 2 — San Francisco, CA (1988–2008)

- Directed dimensional graphics, environmental builds, and branded display production for national clients including Nike, Harley-Davidson, Oracle, and Mercedes-Benz
- Managed fabrication vendors, specialty contractors, and installation teams for deadline-critical commercial and broadcast environments
- Served as primary production and client-facing contact across advertising, exhibit, and live event work

SIGN PRODUCTION & FABRICATION SKILLS

Production: Vinyl cutting, weeding, lamination, and application; wide-format printer operation and maintenance; substrate preparation and finishing

Prepress: File setup and scaling; ICC profile management; color correction; production-ready file preparation for digital, offset, and large-format output

Fabrication & Installation: Site measurement; layout scaling; material preparation; installation support for signage and environmental graphics

Project Management: High-volume output; deadline management; vendor and fabrication coordination

Software: Illustrator, Photoshop, InDesign, Acrobat

Design: Marketing collateral; point-of-sale materials; large-format and environmental graphics; brand-compliant layout systems

EDUCATION

BFA, Studio Art – Sam Houston State University