

Larry Paul Cathey

Contact Information

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www.heyecatstudios.com

I am an experienced and motivated creative professional with proven skills in design, layout, typography and photo manipulation as well as both digital and traditional illustration.

Well versed in the process and production of finished printed pieces to enhance sales and cultivate information. This area would include but is not limited to magazine, brochure, technical guides, web page design, website design, content rich email distribution and exhibit booth graphics.

Education

University of Memphis
Bachelor Degree, Communication & Fine Arts

Career to date

2014 - 2015

MicroPort Orthopedics

Creative Director, Hip Division

- Led the re-branding of literature and collateral material for MicroPort (North American)
- Managed all hip collateral material
- Conceived and launched new North American MicroPort web presence
- Organized New MicroPort all-inclusive Package designs
- Created new interior designs for the MicroPort Shanghai office

2002-2014

Wright Medical Technology

Illustration and Multimedia Manager

- Established and managed 250 individual surgical technique illustrations for both print and online surgical training
- Authored 35 Flash-based interactive learning modules for product training
- Launched new online project routing routine utilizing IT and software team management

Media Department Manager

- Created Ad series winning *Orthopedics Today* magazine's "Most recognizable Ad Series Award"
- Managed a creative team with 7 reports and 4 production and print vendors
- Initiated the re-design of Wright Medical's surgical sterilization kits design and graphics

Senior Media Specialist

- Managed literature appearance via brand standards
- Created new interactive web tutorial system for marketing team product training
- Generated surgical technique and marketing imagery for Wright's Biologics Division

Software Knowledge

Adobe® Photoshop

Adobe® Illustrator

Adobe® InDesign

Adobe® Animate

Adobe® Muse

Adobe® Acrobat

Achievements

Alumni, Visual Arts Program

Tennessee's Governor's School for The Arts