

## ED DIELMAN (Kleinfelder), Public Outreach Specialist/Graphic Designer

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### EDUCATION/PROFESSIONAL REGISTRATION

- AAS, Graphic Design, The Advertising Arts College, San Diego

### VALUE TO Metro

- Experienced in Targeted Public Outreach Campaigns
- 15+ years of experience working within the public sector
- Successfully facilitated multiple outreach campaigns

Mr. Dielman is an innovative and versatile Graphic Designer with 15 years of experience creating and producing high quality materials for outreach, marketing, and advertising projects.



Working closely with clients to understand each project's requirements and ultimate goals, Mr. Dielman works collaboratively to develop compelling and effective print and digital marketing materials tailored to the targeted audiences.

He has an advanced mastery of the latest design software, and has experience designing a plethora of marketing collateral — from informational brochures and signage to advertisements, presentation materials, and promotional giveaways.

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### OCTA I-405 Improvement Project | Orange County, CA

Mr. Dielman currently serves as a Graphic Designer for this high-profile project, assisting in the creation and development of project materials including fact sheets, construction advisories, presentations, postcards, newsletters, e-blasts and informational mailers that drive and build opportunities of interaction. Additionally, he is responsible for copywriting, developing social media content that engages the community, special event planning and staffing, and attending local events to raise project awareness.

### City of Lake Forest, Graphic Design Services | City of Lake Forest, CA

Mr. Dielman serves as Graphic Designer for the City of Lake Forest Graphic Design Services. Ed is responsible for redesigning and establishing a more contemporary look and feel to both the overall general graphic design, as well as the City's leaflet publication. This is established by creating and implementing a style guide which enhances and enforces style to improve communication and ensuring consistency. Additionally, Ed is responsible for updating multiple publications, brochures, and newsletters, all while creating layout graphics and editing photography.

### Orange County Public Works (OCPW) On-call Public Relations and Graphic Design Services | Orange, CA

As Graphic Designer for a variety of projects throughout Orange County, Mr. Dielman's responsibilities include assisting in the development of high-profile print and digital event collateral, including the annual CIP booklet event signage, program agendas and informational materials designed to deliver key project messages.

### SBCTA On-Call Public Outreach Services for Major Projects Program | San Bernardino County, CA

As a Graphic Designer, Mr. Dielman was responsible for the design, development and implementation of all graphics, layout and production communication materials for the SBCTA Business 2 Business Expo. Mr. Dielman was influential in the development of numerous marketing materials for this event, such e-blasts, interactive business surveys, invitations, poster boards, and visual themes for various project collateral.