

# QUARKXPRESS SKILLS MAKE DESIGNER A GREAT FIT

**John Howells, associate art director at Munroe Creative Partners in Philadelphia, credits QuarkXPress in successful job search**

When John Howells was a student at The Art Institute of Philadelphia® he worked in many mediums, including print, Web, and digital content creation. He honed his skills on many software programs, including QuarkXPress®, finding creative solutions to the assignments that would lead him to win “Best Portfolio” at the school’s quarterly Graduation Portfolio Show.



Upon graduation, Howells was sure that he would gravitate to a job in Web design or a print-focused job using Adobe® InDesign® software. But a funny thing happened on his way to a career. Howells found that his training in and knowledge of QuarkXPress would become one of the most important tools he had in his creative arsenal.

“At the time, I preferred InDesign because it felt like second nature,” he says. “Now QuarkXPress feels easier to use than InDesign. I never thought I’d admit this, but everything is just simpler to use.”

Howells currently works as an associate art director at Munroe Creative Partners ([www.munroe.com](http://www.munroe.com)) in Philadelphia and credits his knowledge of QuarkXPress as a key factor in getting that job along with his strong portfolio, solid communications skills, and Macromedia® Flash® and HTML skills.

“With regard to my job search, knowledge of QuarkXPress was absolutely a factor,” he says. “If I didn’t have the experience in QuarkXPress I would not be with my company today.”

Howells has had a strong interest in the arts since childhood. He received his first computer in grade school and created simple projects such as greeting cards and posters. During high school, his focus on art became strictly design-based and he ultimately chose The Art Institute of Philadelphia ([www.artinstitutes.edu/philadelphia](http://www.artinstitutes.edu/philadelphia)) because the curriculum offered graphic design courses taught from a practical business perspective while still supporting creative freedom for students.

After graduation, he launched a digital portfolio, [www.jonnyvision.com](http://www.jonnyvision.com), and sent his resume out in e-mail messages that featured a link to his digital portfolio, to companies of interest.

At Munroe, QuarkXPress has been used as a primary tool by art directors and designers at the 25-employee firm for years. “They’d been using QuarkXPress for





John Howells

years," says Howells. "Like most firms, pressing deadlines and meeting the immediate needs of clients come first. Therefore, adopting new programs is a slower process than expected. The art directors are experts in QuarkXPress and have years of experience to support troubleshooting any problems in QuarkXPress."

Howells likes QuarkXPress because it has functionality to support the creation of multiple layouts within the same project to keep things organized. "I use QuarkXPress daily, and my workday goes much smoother because of it."

Within the next few months, Munroe will upgrade to QuarkXPress 7. "The newest features made available in QuarkXPress 7 make it superior to previous versions. Native support for real drop shadows and transparencies is a huge advance in QuarkXPress and minimizes the time it takes to create these effects using other software," says Howells.

In the future, Howells would like to grow with Munroe Creative Partners and pursue opportunities to teach college-level graphic design students.

"I use QuarkXPress daily, and my workday goes much smoother because of it."

— John Howells  
Associate Art Director

#### CONTACTING QUARK

**In North America**  
Quark Inc.  
1800 Grant Street  
Denver, CO 80203  
www.quark.com  
cservice@quark.com  
800.676.4575  
303.894.8888

**In Europe**  
Quark Media House Sàrl  
Rue de Monruz 2  
2000 Neuchâtel  
Switzerland  
euro.quark.com  
cservice@quark.ch  
00800 1787 8275  
+41 32 720 1414

*If you want to learn more about this particular success story or if you would like to publish your success story with Quark, please contact Quark's Product Marketing team at [productmarketing@quark.com](mailto:productmarketing@quark.com)*



©2007 Quark, Inc. All rights reserved. Quark Products and materials are subject to the copyright and other intellectual property protection of the United States and foreign countries. Unauthorized use or reproduction without Quark's written consent is prohibited. Quark and QuarkXPress are trademarks of Quark, Inc. and all applicable affiliated companies, Reg. U.S. Pat. & Tm. Off. and in many other countries. The Quark logo is a trademark of Quark, Inc. and all applicable affiliated companies. Art Institute of Philadelphia is a registered trademark of Education Management LLC. Adobe, Macromedia, Flash and InDesign are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other marks are the properties of their respective owners.