

PERSONAL PROFILE

Detail-oriented and creative graphic designer with **15 years of experience** in advertising, marketing, branding, promotions, publication design, photo art direction and web design across multiple industries. Able to manage several projects at once from conception to delivery with technical proficiency in **Photoshop, InDesign, Illustrator and QuarkXPress**. Keeping clients happy by staying on budget and on time while maintaining quality is priority. Demonstrated areas of expertise include:

Brand identity > Collateral and publication design > Advertising > Production skills

RELATED ACCOMPLISHMENTS

Brand identity

- > Created most popular concept among 5 designs tested in front of focus group for new ad campaign for *Sturm Ruger & Co.*, hitting all target areas of brand identity desired: loyalty, tradition, quality and innovation.
- > Produced unified look for all advertisements, sales and promotional items for online retailer of natural home products, *greennest.com* giving them an identity online and in print.
- > Created comprehensive graphic standards manual for *Joyce Meyer Ministries (JMM)* determining and detailing the proper use of the logo in all print applications for use by company, vendors and advertisers.
- > Creation of stationery systems/logos for clients from the IT industry to flower shops including writing new tag lines.

Collateral and publication design

- > Created color scheme/look and design of all print pieces for *JMM's 2006 Women's Convention* including registration booklet, passes, informational guide, posters, ads, signage, and resource materials; carried over into web and TV to give the convention an identifiable presence in all formats.
- > Designed and produced 4-color, 80-page monthly national equine enthusiast magazine, *Horse Connection* including cover, all editorial, new ads and classifieds meeting printer's deadline each month.
- > Designed editorial spreads for international magazine, *JMM's Enjoying Everyday Life* using carefully selected photos and emphasis on typography to convey the simple lifestyle message of the *JMM* brand.
- > Designed over 20 different educational/resource material jacket designs for DVD, VHS and CDs for *JMM* using a standard template of my creation to unify all materials for future designers as well.
- > Designed 5 versions of 4-color, 20-page, product brochure for each of the 5 national distributors for *Kirchner Block and Brick* and corresponding price guide for use by sales staff to give clients design ideas.
- > Created monthly internationally distributed 4-color, 8-page corporate magazine for *Sigma-Aldrich Fine Chemicals* showcasing new products, highlighting corporate news and keeping employees and investors apprised of the company's overall successes.
- > Design and creation of first 4-color, glossy, 52-page + cover, tabbed cargo guide for *America West Airlines* including illustrations and extensive tables requiring communication and information gathering from several different departments.

Advertising

- > Designed national and local ads for *America West Airlines* featuring their destinations to a new and existing customer base.
- > Developed national advertising campaigns for international semiconductor manufacturers, *Amkor Anam* and *SGS-Thomson Microelectronics* making each more identifiable in the trade magazines by using current photography and simple design.
- > Wrote and designed full page display ad for *Arizona Lottery Scratchers* tickets; concept was carried over into radio advertising.
- > Designed a variety of direct mail pieces for clients including *America West Airlines*, *JMM*, *Breuner's Furniture*, *Lane Baker Photos*, *CopperFalls Day Spa*, and *Compass Pointe Apartments* each successfully targeting the intended audience.
- > Designed and created 10-12 typographically standardized ads per month for *JMM's Enjoying Everyday Life*, so that readers could easily find ordering information for featured resource materials.
- > Creation of print and on-line ads, direct mail and ongoing press kit for online retailer *greennest.com* to increase visibility in the market place.

Production Skills

- > Production and layout of showroom catalogs for *Jaguar* and *GMC* in QuarkXPress. Color-corrected and edited images in Photoshop and modified technical illustrations in Illustrator.
- > Designed and created multi-page documents such as the Employee Handbook for *JMM* in InDesign using paragraph and character style sheets, Master pages, TOC styles and numbering and section options that enabled the Human Resource Department to easily modify their own documents on an as-needed basis.
- > Design and production of various promotional items including CDs, presentation folders, press kits, t-shirts, billboards, POP displays, retail bags and signage for clients including *Green Nest*, *JMM*, and *KNIX Radio*.
- > Expertise in layout, copy fitting and preparing files for the printer and web; created InDesign templates and standards for maintaining brand identity at *JMM* as well as became a source of knowledge for the entire design department.

TECHNICAL SKILLS

InDesign > Photoshop > Illustrator > Acrobat > QuarkXPress > MS Word > PC & Mac

PROFESSIONAL EXPERIENCE

- > **Green Nest / greennest.com, Irvine, CA** **2002 - Present**
Freelance Graphic Designer
Production of direct mail, ads, press kit, signage, brochures, print and online ads, web graphics and more.
- > **Joyce Meyer Ministries, Fenton, MO** **2005 - 2007**
Contract Graphic Designer
Concept and design of ads, collateral, educational resources, signage, retail and promotional items.
- > **Rose Design, St. Louis, MO** **2003 - 2005**
Graphic Designer
Concept and design of ads, collateral and promotional items for clients including *Sigma-Aldrich Fine Chemicals*, *Kirchner Block and Brick* and *Vi-Jon Laboratories (Germ-X brand products)*.
- > **The Windfire Group / BSM&R Advertising, Denver CO** **2002 - 2003**
Freelance Graphic Designer
Design of four-color monthly equine magazine, ads, identity packages, logos, collateral and promotional items
- > **Zelo Creative, Phoenix, AZ** **2001 - 2002**
Contract Art Director
Concept and design of ads, collateral and promotional items for clients including *Paddock Pools*, *The Scottsdale Seville*, *Popular Outdoor Outfitters* and *Don and Charlie's Restaurants*.
- > **America West Airlines, Tempe, AZ** **1999 - 2001**
Senior Designer
Designed national collateral, advertising, direct mail and promotional pieces for the airline.
- > **SHR Perceptual Management, Scottsdale, AZ** **1998 - 1999**
Computer Artist
Created comps and mechanicals for 4-color collateral and ads for accounts including GMC, Jaguar, Mazda, U.S.P.S., Coca-Cola, Mattel and Sturm, Ruger and Co.
- > **CTS Advertising, Scottsdale, AZ** **1995 - 1998**
Art Director
Developed national ad campaigns, collateral and trade shows for international semiconductor manufacturers.

EDUCATION

- > Arizona State University, Tempe AZ
Bachelor of Fine Arts, emphasis in Graphic Design, 1990