

GWEN

SPEICHER

541-621-3494
graphicsolutions@charter.net
www.gwensgraphicsolutions.com
138 Third Street, Ashland, OR 97520

objective

Graphic Artist with 5 years experience seeks work producing illustrations, ads, publications or photographs/digital images—Full-time, part-time or contractual.

software

Windows: Illustrator, PageMaker, Photoshop, QuarkXPress, Image Ready, Home Site, Dreamweaver, Microsoft Office, WS-FTP, Acrobat, Home Design, TurboCad

summary

Skilled In:

- Illustration-Digital & Traditional
- Page Layout & Typography
- Photography & Image Editing
- Copywriting, Editing, Proofreading
- Web Site Design & Graphics

Background Experience:

- Real Estate & Health Products Marketing
- Office & Business Management
- Building Design & Construction
- Medical Terminology & Administration
- Travel & Multi-Cultural Communication

experience

G R A P H I C D E S I G N

FREELANCE

Gwen Speicher's Graphic Solutions (2002-03 Partial Client List)

- Ashland Real Estate Associates, Ashland, OR
- Rhonda Lewis Real Estate (Gateway), Ashland, OR
- Orion Driftboat & Watercraft Company, Ashland, OR
- Career Counseling Services, Ashland, OR
- Financial Ventures, Ashland, OR

Created logos, business collateral, signs, window displays and print ads. Developed original brochures, flyers, deluxe promotional packages and print ads. Photographed properties and products. Provided digitally enhanced images for on-line and print use. Produced digital floor plans and photo-realistic architectural renderings. Wrote copy as needed.

STAFF

Graphic Artist—*Vitaline Formulas, Ashland, OR (1998-2000)*—Updated and expanded product catalog. Designed product flyers, brochures, diagrams, graphs, and spreadsheets. Operated and maintained in-house color laser printers. Created price lists, trade show posters and banners; prepared files for commercial printer. Redesigned product labels to meet FDA requirements. Responsible for proofreading and some copywriting. Developed preliminary web site design.

Project Assistant—*Johnson Construction Company, Ashland, OR (2000-01)*—Designed business identity package, office forms, spreadsheets and project schedules. Rendered full-color architectural elevations and edited blueprints for a 7000 sq. ft. custom home.

I L L U S T R A T I O N

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Merchandise—*Siskiyou Gifts, Ashland, OR (2001-02)*—Created 40+ custom illustrations for pewter merchandise. Interpreted client's concepts by combining text, logos, drawings and graphic elements into cohesive designs. Collaborated with master model maker to prepare vector files for photoengravings.

T-Shirts—*Ashland Parks & Recreation (2002-03)*—Designed 26th and 27th Annual Fourth of July Run T-shirts. *Ashland Middle School Orchestra (2002)*—Designed bi-annual Strings Orchestra San Francisco trip T-shirts. Prepared separations and transparencies; collaborated with printer on inks.

STAFF

Cartoons—*Homepro Inspection Service, Inc., Ashland, OR (1990-94)*—Manually illustrated and produced a large-format marketing presentation flip-chart. Distributed final laminated product to affiliates throughout the U.S. and Canada.

W E B S I T E D E S I G N

FREELANCE

AshlandRealEstateAssociates.com (Current)—Designed and updated web site to showcase property listings and convey the company philosophy. Acquired domain name and hosting service; performed search engine submissions.

GwensGraphicSolutions.com (Current)—Designed and maintain self-promotional web site and on-line portfolio.



other experience



O F F I C E

Office Manager & Co-owner—*Homepro Inspection Service, Inc., Ashland, OR (1990-94)*—Organized and managed home-based business office. Answered phones, set appointments, provided customer assistance, handled data entry, correspondence, filing, bookkeeping, payroll, and accounts payable and receivable. Designed business forms and print ads. Hired, trained and supervised office employee.

Medical Secretary—*Aramco Health Center, Dhahran, Saudi Arabia (1980-84)*—Radiology and Technical Support Services. Performed the full scope of administrative and secretarial duties, including transcription, correspondence, minutes, report writing, and personnel procedures for a large international staff. Executed special projects including full production of the Radiology Department Operations Manual and a series of patient education brochures.

T R A V E L

Travel Sales Representative—*American Express Travel Service, Ramstein AFB, W. Germany (1977-79)*—Analyzed client needs, arranged itineraries, reserved and issued travel documents for domestic and international travel and accommodations. Maintained daily balance sheets in two currencies. Functioned as escort/guide on motor coach tours. Spoke fluent conversational German.

Assistant Tour Escort—*Caravan Tours, Dhahran, Saudi Arabia (1983-84)*—Assisted research, organization and promotion of group tours to Egypt, Tunisia, Turkey, Jordan and India. Functioned as assistant on tours to Egypt and Turkey: Reconfirmed group flight reservations, settled hotel accounts and gratuities, arranged hotel-airport transfers and handled flight check-in procedures.

P R O P E R T Y

Property Manager—*L&G Property Services, Jackson County, OR (1994-97)*—Co-owned and managed seven rental units. Prepared property for rent, maintained grounds and buildings; placed ads, screened and selected tenants; handled bookkeeping, taxes, and evictions. Attended seminars on Landlord-Tenant laws.

Construction—*Ashland, OR (1988-2001)*—Victorian home renovation and new construction. Designed building plans, obtained Historical Society approvals, secured permits. Researched and purchased building materials; performed finish work. Interviewed, hired and scheduled subcontractors.

Core Curriculum—University of Alabama in Huntsville, 1972
Prior Learning Experience—Southern Oregon State College, 1988
Digital Graphic Design—Rogue Community College, 1997-2001

View on-line at
www.gwensgraphicsolutions.com



education

portfolio

