



EMPLOYMENT

PC GUARDIAN

San Rafael, CA
02.2006 - Present

MARKETING COMMUNICATIONS & DESIGN

Responsible for all design projects from concept to completion including print, web, HTML, email, branding, style guides and packaging. Reduced printing costs by designing modular, customized sales literature. Improved web site W3C compliancy, accessibility and SEO performance. Designed and launched successful branding, packaging, marketing campaign, and web site for college retail product line. Led development of feature-rich web tools that aided in closing major deals.

DEVON PUBLISHING GROUP

Novato, CA
05.2004 - 02.2006

SENIOR MARKETING GRAPHIC DESIGNER

Produced all marketing materials, packaging and POP from concept through press check. Worked across departments and vendors to ensure a smooth workflow and quality, award-winning end product. Served as overflow designer for retail products such as gift wrap. Designed POP displays and virtual renderings that helped secure large footprints in major retail chains.

PORTAL PUBLICATIONS, LTD.

Novato, CA
06.2001 - 05.2004
*(Associate Art Director
06.2001 - 07.2002)*

ART DIRECTOR

Planned and produced retail calendars and decorative prints for publication and distribution. Responsible for up to 350 titles per quarterly release. Researched retail markets to define trends, emerging artists and consumer buying patterns. Developed new concepts and formats and refreshed perennial best-sellers. Styled photo shoots. Oversaw production and proofed final designs. Sourced and secured licensors, artists, writers and agencies. Worked with high-value licensors to secure relationships and add product value. Grew Matted & Framed print categories from minor SBUs to significant revenue sources.

05.2000 - 06.2001

GRAPHIC DESIGNER, MARKETING COMMUNICATIONS

Produced marketing and sales collateral, POP signage and internal communications from concept through press check. Wrote and developed marketing copy. Participated in photo shoots. Initiated redesign of catalog templates with updated look. Cut production costs by condensing catalog size without compromising design quality.

05.1999 - 05.2000

MARKETING ASSISTANT

Provided multilevel support to management, including reports and analysis, design of product plan-o-grams, catalogs, and management of distributed "Trend" poster line.

FREELANCE
01.2005 - Present

INDEPENDENT WEB, PRINT AND IDENTITY DESIGN

Design and implementation of logos, web sites, catalogs, trade advertisements, business cards, direct mail, and large format trade show backdrops. Clients represent a wide range of business categories from software companies to fine art. Client list includes Domico, KidModern, Jaya Massage, SimpliciTea.

SELECTED SKILLS

PROFESSIONAL

- › Art Direction
- › Project Management
- › Print Design & Production
- › Web Standards
- › Web Accessibility
- › SEO
- › Strategic Planning
- › Product Development
- › Copy Writing

TECHNICAL

- › Adobe InDesign
- › Adobe Photoshop
- › Adobe Illustrator
- › Adobe Acrobat Pro
- › Quark XPress
- › Dreamweaver, Coda
- › XHTML, CSS (hand coding)
- › MS Powerpoint
- › MS Office Suite

PERSONAL

- › Thorough comprehension of product development and print processes from concept through distribution
- › Intuitive and creative problem solving
- › Skilled at managing and prioritizing multiple concurrent projects on tight deadlines with minimal supervision
- › Extremely fast learner; both new skills and new software

EDUCATION

DOMINICAN UNIVERSITY OF CALIFORNIA

San Rafael, CA
1995 - 1999

B.F.A. : Fine Arts with Drawing and Print Making emphasis;
Minor : English Literature with Writing emphasis
G.P.A. : Major: 3.83 Cumulative: 3.78
Presidential Scholarship, 1995 - 1999
Dean's List, 1995 - 1999
Gamma Sigma Honors Society