

PERSONAL PROFILE

Detail-oriented and creative graphic designer with **18 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 **Adobe Creative Suite**. 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 > Web design > E-mail marketing > Advertising

RELATED ACCOMPLISHMENTS

Web and E-mail Marketing

- > Designed and created RonandLisa.com in Thesis for WordPress. Maintained and updated site content.
- > Create and publish monthly e-newsletter for RonandLisa.com.
- > Maintain and update DyanaHesson.com with new art and functionality.
- > Design and creation of web banner ads and graphics for variety of freelance clients for BirdBanterMedia.com.

Art Direction

- > Hired photographers and models and directed photo shoots for *SGS-Thomson Microelectronics* for use in brochures, ads, and on trade-show booths.
- > Led team of three designers for clients, *SGS-Thomson* and *Amkor-Anam* at CTS Advertising.
- > Oversaw design and production for clients at Zelo Creative Group with one junior designer.

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*.

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*.

TECHNICAL SKILLS

Adobe Creative Suite > Lightroom > Aperture > WordPress > CSS > XHTML

PROFESSIONAL EXPERIENCE

- > **BirdBanter Media, Aurora, CO** **2008 - Present**
Freelance Designer and Social Media Consultant
 Design for the web including blogs and graphics, social media management and consulting
- > **RonandLisa.com, Irvine, CA** **2002 - 2012**
Freelance Graphic Designer
 Design and update blog, 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 Group, 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