

## SUMMARY

Graphic Designer with 10+ years of extensive experience working in promotional advertising. Highly skilled in both print and web applications. Conceptual thinker with strong problem-solving and communication skills. Help build brands by designing eye-catching graphics that work seamlessly across multiple applications. Excellent photo research, color theory, typography, and layout composition abilities. Exceptional collaborative and interpersonal skills with a fun personality. Known for being flexible, detail-oriented, and meeting deadlines. *Experience designing the following:*

- Identities & Logos
- Direct Mail & Catalogs
- Tradeshow Displays
- Ads and Coupons
- Collateral
- Sweepstakes
- Posters
- Outdoor
- Web Banner Ads
- Email Blasts
- Landing Pages
- Homepages

## EXPERIENCE

### **Freelance Graphic Designer**, San Francisco, 2006-Present

Responsible for print and web designs encompassing a broad range of projects. Clients include: Gap Outlet Visual Merchandising (Old Navy Outlet, Gap Outlet, Banana Republic Factory Stores), Six Apart, Claremont Insurance, Fluential, Seismicom, and Stunning Collections.

- Establish collaborative and trusting relationships with clients.
- Manage projects effectively and within budget requirements.
- Deliver work on time in deadline-driven environments.

### **Macy's West**, San Francisco, 2007-2009

#### **Graphic Designer**

Designed direct mail & catalogs from concept through final production. Created homepages and web banners for online use. Managed entire workflow of assigned projects. Adhered to brand and style guidelines. Developed prototypes that were used for key fashion campaigns. Collaborated on design concepts with creative managers, photo art directors, and copywriters. Worked with pre-press and production to ensure accurate interpretation of projects.

- Selected to design high-profile seasonal fashion books with average national circulation of 600,000 each.
- Led design efforts on task force for Back-to-School '09 campaign.
- Designed print and online materials for entire Escrip campaign.
- Won "Rising Star" award in the creative department for Spring '08.

### **Old Navy, Gap Inc.**, San Francisco, 1996-2006

#### **Sr. Graphic Designer**

Designed and executed a wide spectrum of marketing and promotional materials for advertising and in-store. Worked in an in-house agency environment with cross-functional team members including creative directors, account managers, print coordinators, and production artists. Managed other designers. Art directed photo shoots. Collaborated with stylists and photographers. Attended press checks.

- Worked on circulars that generated excellent results; e.g., 148% ROI and \$11.8M in incremental sales.
- Contributed to a significant amount of promotional advertising, reflecting the brand's core promise of fun, value, and fashion.
- Awarded "Above Target" rating in annual reviews.

## EDUCATION

BFA, Advertising, special emphasis Graphic Design; Academy of Art College, San Francisco

## TECHNICAL SKILLS

Adobe CS3 (Illustrator, Photoshop, InDesign), HTML and Dreamweaver