



Driven and experienced web and print graphic designer

Education

Madison Area Technical College
Associate of Arts Degree in Graphic Design
Advanced Technical Certificate in Web Page Design

Programs

Adobe Creative Suite: Photoshop, InDesign, Illustrator, Dreamweaver, Flash,
Quark XPress, Microsoft Word, Microsoft Excel, Microsoft PowerPoint

Skills

Page layout, concept creation, branding, result driven, meeting deadlines,
strong organization, self-motivated, fast learner, excellent communicator

Employment

Bag Borrow or Steal

Graphic Designer: August 2008 - Present

- Work with internet team to create original e-mail newsletter and landing page content while maintaining branding standards
- Design banner ads for online advertising and affiliate marketing program
- Create packing & promotional collateral
- Coordinate product photography and assist in direction for home page and e-mail editorial feature content
- Create visuals for development projects and assist with development site testing
- Work with development team to design CMS (content management system), create templates for use with CMS and load content to website through CMS
- Assist with social media messaging and interaction
- Adjust, enhance & color correct images for bagborroworsteal.com
- Directed external vendor in the setup of a digital asset management system
- Trained summer intern and ensured goals and initiatives were met

Walco International

Publication Content Specialist: September 2007 - August 2008

- Create two catalogs each quarter from concept to completion
- Design brochures, direct mail, detailed print pieces, magazine ads and online promotion banners
- Meet with external business contacts to ensure advertisements and printing details are handled effectively

Lands' End

Visual Design Intern: Summer 2007

- Work with internet team to create brand-right feature content for landsend.com business divisions
- Create original content for newsletter e-mails for Lands' End business divisions
- Design banners and web page content for affiliate programs
- Assist with concept development, storyboarding and HTML

Freelance

Sarah's Hope Jewelry: 2011 - Present, Consulting, Website maintenance

UR IT Salon: 2009 - Present, Consulting, Website Design and maintenance

High Iron Travel: 2009 - 2011, Consulting, Website maintenance

Pin Concepts: 2005 - 2007, Concept and design of custom lapel pins

