



## OBJECTIVE

A position in graphics arts and/or web site design with a dynamic creative team.

## PROFILE

Four years' of experience and training in graphics arts with extensive experience in technical illustration. Three years' practical experience and training in web site development and maintenance. Strong problem-solving and organizational skills with demonstrated initiative. Experience with latest versions of PC and Macintosh operating systems and proficient with the following software:

- CS2 Photoshop
- CS2 InDesign
- CS2 Illustrator
- Dreamweaver MX
- Flash MX
- Acrobat 7
- QuarkXPress
- ImageReady
- FreeHand
- Word
- PowerPoint
- Excel

## PROFESSIONAL EXPERIENCE

Graphic Artist-Free Lance, Klutz Press, 450 Lambert Ave., Palo Alto, CA Jun-Nov 2006, Jul-Aug 2007

- **Print Coordination:** Updated art and organized printing of all Klutz book changes. Oct-Nov 2008
- **Package Art Corrections:** Corrected and updated art for retail displays and shipping boxes.
- **Image Production:** Scanned, sized and processed images for marketing distribution and web site use.

Graphic Artist, Wasser Studios, Seattle, WA on site at Hewlett-Packard, Cupertino, CA 2004-2005

Adhering to Hewlett-Packard branding and design standards, performed the following:

- **Booklets:** Using corporate branding standards, designed and produced *wv* booklets, the out-of-the box set-up instructions for high-end computer and electronic product launches such as the HP Digital Entertainment Center and large computer servers.
- **Posters:** Created and updated out-of-the box *HP Quick Set-up* posters for HP PC products division.
- **Illustrations:** Drew perspective illustrations of various HP PC products and peripherals for *Start Here Guides, System Recovery Guides, Trouble Shooting and Service and Repair Manuals*, providing graphics support to technical writers.
- **Media labels:** Created or revised CD/DVD label art provided with HP computer products.

Full-time student, University of California Santa Cruz Extension, Cupertino CA 2002-2003

- **Graphics Production Program:** Completed and received graphics production certificate in Mar 2003.
- **Web Design Program:** Completed all required courses by June 2003.

Marketing Support Specialist, Dolch Computer Systems, Inc., Fremont, CA 1997-2001

Web site maintenance, technical illustration and graphics production.

- **Web design:** Introduced and revitalized web site design with graphics and javascripting changes for dynamic design improvements.
- **Web maintenance:** Maintained corporate web site to reflect ongoing design, product and departmental updates and changes.
- **Client-specific web site:** Managed internal customized web site to reflect requirements for Boeing contract product changes.
- **Graphics production:** Assisted in production of four-color brochures, product data sheets, ads, press releases and general marketing collateral to meet deadlines for product releases and trade shows.
- **Illustration:** Drew perspective illustrations of company products and developed product specification data sheets in support of sales department and web site customer downloads. Provided product illustrations for marketing brochures and company sales proposals.
- **Documentation:** Established and organized documentation and back-up systems of product specification data sheets for timely tracking of product changes for sales staff.
- **Vanity labels:** Coordinated and produced art and documentation for client-specific vanity labels.
- **Marketing assistant:** Assumed management voluntarily of trade show organization, application processes, and set up during search for Marketing Administrative Assistant hiring was completed.



### **PROFESSIONAL EXPERIENCE (cont.)**

Contract and free-lance positions as an art director, graphic artist, technical illustrator and desktop publisher with companies listed below: **1994-1997**

- **Hewlett-Packard:** Art coordinator for publication of annual *HP Benefits* booklet and other marketing collateral. Organized, hired and financially managed graphic artists, photographers, printers, paper companies and mail houses by taking bids, budgeting, print scheduling and proofing.
- **Klutz Press:** Assisted in graphics production of *The Incredible Clay Book*, *The Icky Poo Book* and *The Hacky Sack Book*. Assisted in conversion of graphics department to use of digital media by converting manual mechanical book layouts to computer graphic files.
- **ESL Inc.:** Assisted in illustration and production of 300 page corporate presentation. Created technical illustrations and published proposals, catalogs and product manuals. Coordinated with vendors and printers for publication of product data sheets, posters and advertisements.
- **Pyramid Technologies:** Created isometric illustrations with mechanical assembly instructions to overcome language barriers for manufacturing department.
- **Apple Computer, Siemens and LORAL:** Desktop publishing of preferred component catalogs, user manuals and creations of forms.

### **ACCOMPLISHMENTS**

Received an award for excellence from the Society for Technical Communications for design of the *HP Digital Entertainment Center Start Here* booklet.

### **PROFESSIONAL DEVELOPMENT**

U.C. Santa Cruz Extension, Santa Clara and Cupertino, CA

- Certificate in graphics production received in February 2003
- Completed all required courses for Certificate Program in Web Design and Web Development
  - Introduction to Design
  - Introduction to Audio
  - Cross Browser & Platform Issues
  - Javascript for Graphics Designers
  - Interface Design
  - Business Basics
  - HTML Basics
  - Multimedia Design & Production Management
  - Net Strategies
  - Flash I, II & III

Foothill College, Los Altos, CA - Fine Arts and Music