



PROFESSIONAL PROFILE

- Strong background in corporate brand identity, design and implementation.
- Highly experienced in print and web design.
- Strong background in marketing in a retail environment.

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LUCY ACTIVEWEAR, 08/08 - Present

Graphic Designer

Lucy activewear is a contemporary retail brand that has 63 stores nationwide and a significant online presence.

- Designed monthly website, direct mail and email campaigns.
- Concepted quarterly design direction.
- Created brand standards and company style guide.
- Participated and helped art direct monthly photo shoots.

SHEDRAIN CORPORATION, 08/03 - 08/08

Senior Graphic Designer

ShedRain corporation is a family run wholesale company that has been selling umbrellas and rain gear for over 60 years. Their products are carried at top retailers such as Macy's, Nordstrom and Costco.

- Worked as lead designer in developing new products in addition to creating various marketing materials.
- Created packaging concepts, websites, catalogs, logos, Point of Purchase displays and various other sales materials for rain related products.
- Created renderings of new products to be developed overseas.
- Studied, designed and implemented fashion and color trends into new product lines.
- Worked in-house and with overseas to approve lab dips and resource new materials for developing new products.

ART INSTITUTE OF PORTLAND, 08/07 - 08/08

Program Advisory Committee Member

Was chosen as a member of a committee that meets quarterly to discuss and make recommendations for curriculum for accessory design students at the Art Institute of Portland.

SHACHIHATA USA INC., 10/01 - 02/03

Graphic Designer

Shachihata is a wholesale company that sells stamps and other office products.

- Worked as part of a marketing team to develop and design multiple marketing materials and promote brand awareness.
- Designed company collateral including: catalogs, binders, sell sheets, product bulletins, PowerPoint presentations and trade show booths.
- Worked collectively with marketing team to develop marketing skills and promote new business.

GRAND & BENEDICTS, 08/99 - 07/00

Graphic Designer

Grand & Benedicts is a global store fixture manufacturer headquartered in Portland, Oregon.

- Created all facets of marketing materials for multi-location business.
- Designed company website and catalog designs.
- Developed and designed materials to support marketing strategy including fliers, posters and brochures.

EDUCATION

Bachelor of Science, Graphic Design, Oregon State University, June 1998

SKILLS

Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Quark, Fireworks, ImageReady, Pagemaker, Freehand, PowerPoint, Acrobat, Word, Excel, scanning software, Mac and PC platforms.