

EXPERIENCE**Freelance Graphic Designer, Red Bluff, CA**

Freelance Graphic Designer • June 2002 - Current

- Produce marketing materials for a wide range of clients differentiating from musicians to hospitals
- Create visual concepts, by hand or using a computer, that communicates client's ideas that inspire, inform, or captivate
- Collaborate with clients to create visions, conceive designs, and consistently meet deadlines and requirements
- Conceptualized and design for, but not limited to; album covers, collateral material for global music tours, tour merchandise, logos, packaging for brewery & food items, brochures, postcards, posters, catalogs, clothing of all types, branding , etc.
- Manage multiple simultaneous clients, projects and budgets
- Coordinate and contract with vendors for all types of printing, products, materials, and merchandise
- Retouch, restore and Photoshop images based on client needs
- Source other creatives like photographers, writers or illustrators ect for specific parts of a project to fit clients needs

Sierra Nevada Brewing Co., Chico, CA

Senior/Lead Designer • April 2012- October 2015

- Conceptualize and implement designs for sales and marketing support tools, including but not limited to: banners, sell sheets, promotional items, calendars, brochures, posters, gift store support, apparel, merchandise, packaging, digital support, multi-page documents, event design, and bar signs
- Work closely and collaborate with Graphics Manager to execute timing and resources for projects to complete on time and on budget
- Take design direction via brief written and verbal communications
- Work within online proofing software and project management systems to document workflow
- Work closely with design team to apply company branding and guidelines to all graphics
- Interact and work with vendors and printers to press check
- Archive and organize printed artwork, press proofs, and digital assets for company wide access
- Use pre-established, or create new product and program artwork which can be applied the look and feel of various collateral materials
- Packaging design carrier packs, shipping cases, ACL bottles
- Work close with marketing team to prepare sales specific materials requests, such as banners, posters, packaging, event branding ect.

Girls With Guns Clothing, Red Bluff, CA

Graphic/Apparel Designer • 2009 - Current | Contract

- Conceptualize and design multiple apparel items; including, but not limited to hats, shirts, pants, bags & bikinis
- Support design of new clothing range, as needed
- Design collateral material; catalogs, ads, apparel, poster, on-site displays, trade show design

Freelance Photographer, CA and OR

Freelance Photographer • June 1994 - 2012

- Studio work - portraits and product photography
- Wedding and sports events
- Headshots for modeling portfolios
- World travel, commercial and stock photography

Sierra Cascade Logging Conference Inc., CA

Graphic Design/Marketing • Aug 2008 - March 2011

- Conceptualize and design marketing campaigns for the Forest Products & Construction Equipment Exposition
- Develop marketing strategies with Executive Director
- Manage all print/estimating material for Exposition
- Preflighted and prepared print files for press and production

Warranty Admin Services, Redding, CA

Lead Designer • March 2009 - May 2009

- Develop marketing strategies with CEO/Marketing Director
- Conceptualized and designed, including, but not limited to; logos, packaging, presentation folders, newsletters brochures, postcards and posters
- Managed multiple simultaneous projects and budgets
- Collaborate with junior design for needs and direction

Abra Marketing, Redding, CA

Creative Director/Photographer • July 2005 - Aug 2008

- Conceptualize and design for multiple marketing campaigns, including, but not limited to; annual reports, logos, packaging, brochures, ads, postcards, events, web design and signage
- Develop marketing strategies with CEO/Marketing Director
- Assist and consult with clients on marketing campaigns
- Supervise and direct two (2) designers (print and web)
- Oversee and support project management and design budgets
- Work with and manage outsourced talent and agencies
- Manage and shoot all off-site photography and in-house studio

Copy Center, Red Bluff, CA

Graphic Designer/Print Technician • August 2002 - June 2005

- Designed logos, brochures, stationary, posters and signage
- Preflighted and prepared print files for press and production
- Sales and client management

Oregon Photo and Digital, Tualatin, ORGraphic Designer/Studio Photographer/ Digital Photo Restoration
Wide Format Printer/Photo Lab Tech • April 1995 - July 2002

- Digital photo restoration and photo manipulation
- Designed posters, trade show booths, banners and signage
- Wide format printing, color balance and calibrations
- Photographic printing, color corrections and calibrations
- Studio photography, portraits and product photography
- Sales and client management

EDUCATION

Pacific Northwest College of Art | B.F.A. Graphic Design 2002

CONTINUING EDUCATION

Chico State University | Marketing Courses

AWARDS**HOW In-House Awards**

2015 Food/Bev – Beer Camp Across America-12 pack

Addy Awards (Sacramento Ad Club)

2007 Gold Award – Reel Babe Fishing Gear logo

Addy Awards (Sacramento Ad Club)

2007 Gold Award – Mt Shasta Brewing Co. beer label

Addy Awards (Sacramento Ad Club)

2008 Silver Award – California Brewing Co. beer label

Summit International Awards

2007 Bronze Award – Iron Burger logo

PROFESSIONAL TRAINING**PC/Mac Platform**Photoshop, Illustrator, InDesign, Adobe Acrobat
Word, Excel, PowerPoint, Outlook,**Sign language**

Portland State University and Portland Community college

Spanish Language School

Academia Hispano Americana, Mexico: Spanish language immersion

SPECIAL INTERESTS

Avid world traveler and photographer, computer education and art tutor for at risk teens, sculptural welding, yoga, biking and running