

Summary

Dana has 30 years experience as a Graphic/Production artist, including 25 years on Macintosh platform (QuarkXpress, Illustrator, PhotoShop, InDesign, PageMaker, Dreamweaver) and PC (MSWord/PowerPoint), and bookkeeping (QuickBooks, MSEXcel/Access). Dana is experienced in digital design for many end needs such as packaging, product design, promotional ads and sales materials, and all aspects of desktop publishing, including production for a wide variety of printed media (offset printing, silk screening, pad printing and hot stamping). She has traditional graphics experience creating hand-cut spot separations, stats, film positives, negatives, and stripping. Her freelance experience is varied including desktop publishing, designing book covers, CD case artwork, logos, flyers, newsletters, and programs.

Work Experience

Freelance, + 2007-present

Dana has free-lanced for over 30 years. Recent freelance clients include: CSN Books /Legacy Line Publishing, concept/production/pre-press of book cover designs, as well as typesetting/pre-press of manuscripts and catalog production. Other clients and work include: Scanner Badges, Inc. (design and production on private label for FAO Schwarz - a series of 12 personalized products); H&L Enterprises/Tacoma Holdings, Inc. (product concept, design and production of personalized product lines, new company logo, marketing brochure, promotional and support materials); Southwest Golf (logo design and production, consultation on marketing materials); Foothills Christian Church (flyers, bulletins, and web page design). Also worked on a variety of menus, business cards, promotional brochures and CD packaging.

2001-2007

Graphic Support Liaison and Bookkeeper/Admin Assistant, Foothills Christian Church, El Cajon, CA.

Graphic support included all aspects of event promotion—community posters, billboards, newspaper ads, postcard mailings for major events for church (5-6 per year); graphic support resource for ihhouse events creating flyers and posters, prepared weekly church bulletin, desktop publishing of class workbooks and curriculum. Bookkeeper/Admin part of job included accounts payable for all aspects of church related financial operations, reconciliation of accounts, assist payroll clerk, count weekly deposits, creation of in-house financial forms and reports.

1998-2001

Production Artist, The Ken Blanchard Companies, Escondido, CA

Coordinated with clients and company reps for development of custom training materials. Custom cover and page-layout design, desktop publishing, proofreading, pre-press materials for initial run and reprints. Coordinated with printers, and scheduled shipping.

1997-1998

Aquent Partners (formerly MacTemps/Portfolio), San Diego, CA

Dana's assignments included ad agency work including production on ad slicks, promotional materials and presentational materials (repeat clients include Stoorza Design & Advertising and The Flowers Group), and traditional desktop publishing of books, manuals, catalogs, and newsletters (repeat clients include Harcourt Brace, The Lightspan Partnership, UCSD Publications Dept. and DeLorenzo, Inc.)

1987-97

Production Artist, H&L Enterprises, El Cajon, CA

Dana created original designs (including line art and copy) and full production (including separations, prep of stats, negs, positives and stripping) of artwork for novelty and personalized products. Products included stickers, stationery items, small signs and posters, magnets, pens, pencils, key rings, pre-ink stamps, pogs, and many souvenir/novelty items. Assisted in product development and research. Created original design, layout and copy for packaging, sell slicks, industry ads, promotional flyers,

company newsletters, and order forms; as well as marketing presentation materials including notebook presentations, mock-ups of products and packaging, large posters, display signs and ads for trade and gift shows. Acted as liaison with printers (including proofing bluelines and color keys), and press checks. Assisted/coordinated with in-house print manager. Maintained computer system network.

1986

Graphic Artist, El Paso Community College Media Center, El Paso, TX

Produced teaching and presentation aids: 35 mm slide format (color & B/W; still photography; develop film, lay in color, and mount); overhead transparency format (utilizing diazochrome and thermofax techniques, design, typeset, mount); large format posters, diagrams and charts.

1986

Staff Artist, TOPS (for Science Applications International Corporation (SAIC)), El Paso, TX
Design/production formal award certificates including contracted with printers. Created promotional brochures, including type and photo specs.