

RELEVANT EMPLOYMENT EXPERIENCE

2016 – PRESENT. PAULA LeDUC FINE CATERING & EVENTS:

MARKETING COMMUNICATIONS MANAGER, GRAPHIC DESIGNER

EMERYVILLE

- Collaborate with Marketing Communications team to develop and provide high quality, meaningful, brand appropriate collateral and messaging across all platforms and touch points
- Design and produce graphics (signage, menus, food and gift packaging, presentation materials), for events with 20 – 4,000 guests
- Develop and maintain effective sales tools for account executives and event managers
- Assist in the design, production and management of client and marketing gifts, promotional events and photo shoots
- Manage company’s photo database for marketing, branding, and sales tools
- Assist the Director of Marketing Communications in championing the development, implementation and execution of marketing activities and projects
- Assist in the management of marketing department budget; responsible for procuring design decor wares, supplies and materials; and reconcile monthly expense reports
- Coordinate with local and remote printers and vendors on the production of printed collateral (from tiny stickers to large billboards)
- Initiate and regularly seek ways to improve efficiency and accountability within and across company departments

2014. MINTED: MERCHANDISE QUALITY CONTROL ASSOCIATE

SAN FRANCISCO

- Inspect and scrutinize Adobe Illustrator and InDesign production files to enable the highest print quality of customizable stationery and gift products
- Ensure all products launched on website meet company-specific standards of quality
- Ensure all production files are properly layered, tagged, named and filed
- Carefully test and review website product pages to ensure the quality of customer shopping experiences

2011 - 2016. HYPHEN MAGAZINE: EDITORIAL DESIGNER, INTERIM CREATIVE DIRECTOR

BAY AREA

- Supervise and work with design team and printers on production of 76+ page, full-color magazine
- Liaise between creative, web, editorial, business and leadership teams
- Develop book, master templates, stylesheets, overall look, and prepare files for prepress
- Work with editorial team to develop story concepts and accompanying artwork
- Work with Director of Photography and Photo Editor on cover concepts and oversee cover photo shoots
- Layout literary and visual contributions in a visually engaging, creative style
- Design marketing communications materials and publicity artwork for Hyphen events and presentations
- Work with blog, creative, business and editorial team on rebranding efforts
- Work with Web Director in redesign and development of upgraded digital publishing platform (Drupal)

2009 - PRESENT. SWASH DESIGN STUDIO: MANAGING OWNER, GRAPHIC DESIGNER

OAKLAND / NATIONAL

- Develop and deliver layout and design for print (brochures, newsletters, reports, magazines, books, posters, flyers, and other outreach materials)
- Research, develop and deliver design for branding and identity development (logo and collateral design)
- Acquire, contract, render and create original artwork for creative projects (clip and vector art, illustration, and photography)
- Render and produce data-driven graphics (charts, maps, graphs and infographics)
- Provide and manage web design and development services:
 - Custom WordPress theme development and dynamic site design, development and maintenance
 - Custom graphics and templates for web use (e-newsletters, banners, icons, collateral for social media)
 - Domain registration, hosting, maintenance and technical assistance
- Manage all aspects of my own independent consulting and graphic design business, including:
 - Project Management: Work with clients to define, develop and deliver graphic and information design solutions which are engaging, beautiful, informative, relevant and socially-responsible
 - Identity Maintenance: Maintain company brand, skill sets, and market / social relevance
 - Business Management: Maintain company accounting, finances, sales, and tax preparation

2004 - 2005. AYPAL: ARTS PROGRAM ASSISTANT, GRAPHIC DESIGNER

OAKLAND

- Provide administrative support to Artistic Director (filing, answering phones, organizing contacts, etc.)
- Assist in assembly of grant applications for arts programming
- Coordinate cultural and contemporary arts projects and field trips
- Initiate and execute creative concepts for promotional materials (flyers, brochures, pamphlets, reports)

EDUCATION AND TRAINING

2014

RENAISSANCE ENTREPRENEURSHIP CENTER

Certificate of Completion:
Business Planning Course
Awarded "Best Business Idea"

2009

WOMEN'S INITIATIVE FOR SELF-EMPLOYMENT

Certificate of Completion:
Simple Steps Business Course

2002 - 2005

MILLS COLLEGE

BA: Women of Color Studies
in Art & Cultural Resistance
(Fine Art, Ethnic Studies,
Women Studies)

1999 - 2001

PERALTA COMMUNITY COLLEGES

Course work in Graphic Arts,
Studio Art, Art History,
Ethnic / Cultural and
Environmental Studies

1997 - 2002

CITY COLLEGE OF SAN FRANCISCO

Course work in Studio Art
and Art History

ADDITIONAL SKILLS

- **Technology:** MAC & PC proficient; Adobe Creative Suite (up to CC) and QuarkXPress; MS Office Suite; collaborative platforms: Box, Dropbox, GoogleApps, Trello, Slack; all major online networking and blogging platforms; HTML, PHP and CSS; design for responsive display; data entry and database management; accounting and CRM software applications.
- **Visual Arts:** Illustration, painting, banner-making, book arts and book binding, papercutting, collage, letterpress, and printmaking.
- **Languages:** English, Mandarin, and Spanish, with design experience in: Amharic, Arabic, Chinese, French, Pali, Spanish, Tagalog, Tigrigna and Vietnamese.
- **Community Work:** Conflict resolution; media outreach and strategy; vision planning; community process and accountability; community building; group and personal empowerment.
- **Special Event Planning:** Menu development / execution; catering; bartending and beverage management; media outreach and publicity.

MISCELLANY

Organized, methodical, and systems-minded. Able to multi-task, work under pressure, and with urgency. Detail- and service-oriented. No drama, low-maintenance, and flexible. Personal motto: "Strive for excellence."