

EXPERIENCE

SAN FRANCISCO CHRONICLE, San Francisco, California

August 1998 - Present

Senior Designer, Marketing Department | April 2002 - Present

- Create business to business and business to consumer advertising to promote The San Francisco Chronicle, SFGate.com and its entire family of products
- Projects include: print ads, sales support material, point of purchase signage, venue and event signage, web sites, web ads, e-mail blast, direct mail, promotional merchandise, advertorials and specialty publications, campaigns for local and national advertisers, maintaining Advertiser, Subscriber and Events Web sites
- Manage, organize, and update designer resources (product logos, product shots, templates etc.) on local network server and online
- Create and manage marketing style guide
- Assist creative director in reviewing projects for brand consistency

Senior Designer, Promotions/Event Marketing Department | August 1998 - April 2002

- Created business to consumer advertising to promote The San Francisco Chronicle, SFGate.com, San Francisco Chronicle Sponsored events and community projects
- Projects included: print ads, point of purchase signage, venue and event signage, web sites, web ads, direct mail, promotional merchandise, collateral for special events
- Sole designer in department
- Responsible for software and hardware decisions, acted as a liaison with printers and other vendors
- Created work flow process and Web-based job order form
- Created logo download Web site for outside clients and partners
- Art direction on photo shoots

FREELANCE

May 1991 - Present

Art Director and Designer

- Manage the design process and communicate clearly with clients: prepare bids, define design briefs, develop and update time lines, prepare effective presentations, press checks
- Clients include: Leap Frog, BriteSmile, Peet's Coffee & Tea, Sega, Cellular One
- Maintain and elevate computer design skills through practice, experience, and educational opportunities

CONTRA COSTA TIMES, Walnut Creek, California

August 1994 - August 1998

Senior Designer, Promotions/Event Marketing Department | January 1996 - August 1998

- Created business to business and business to consumer advertising to promote The Contra Costa Times, ContraCostaTimes.com, sponsored events and community projects
- Projects included: print ads, point of purchase signage, venue and event signage, web sites, web ads, direct mail, promotional merchandise, collateral materials for special events, sales support material and presentations
- Art direction on photo shoots

Graphic Designer, Advertising Department | August 1994 - January 1996

- Design and production of in-paper local and national advertising
- Organized, managed and updated local network server
- Awards: Employee of the year 1995, Employee of the month for May '95, Employee of the month nominee for March and April '95

DAILY LEDGER & BRENTWOOD NEWS, Antioch California

May 1992 - August 1994

Graphic Designer, Advertising Department

- Design and production of in-paper local advertising
- Projects included: print ads, specialty publication covers, editorial Illustrations, ad mail flyers and customer newsletters
- Production coordinator for TV Book

SKILLS

Quark Xpress, Adobe Illustrator, Adobe Photoshop, Adobe GoLive, Adobe InDesign, Macromedia Fireworks, Multi Ad Creator, Microsoft Word. HTML

EDUCATION

LOS MEDANOS COLLEGE, Pittsburg, California

Graphic Communications Program, 1991

Music and Recording Engineering, 1982

PERSONAL

Musician, Filmmaking, Painting, Catering, Recording Engineering, Anything Apple