

**DIGIGIRL**  
- design with merit -



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Portfolio can be viewed at:  
[www.DigiGirlStudio.com](http://www.DigiGirlStudio.com)

## Education and Background

**The University of Arizona, BFA - Visual Communications.** Emphasis: Graphic Design and Art History. Course work included an emphasis on conceptual problem solving and critical thought, coupled with a solid foundation in fine art, typography, illustration, production and presentation techniques.

Work related experience in graphic design and marketing. Mastery of: Photoshop, Illustrator, InDesign, Acrobat, MAC and PC platforms. Working knowledge of MS Office. Comprehensive, self-starter, great under pressure. Se habla Español.

## Work Experience

**April 2010 - Present: Creative Director, Colorado Group Realty. Steamboat Springs, CO**  
Maintain brand identity for all CGR marketing collateral. Design and develop all marketing materials including promotions, direct mail, annual/quarterly reports, advertisements, lifestyle marketing, etc. Ensure that all projects are completed on-time and on-budget.

**October 2008 - January 2011: Art Director, The Steamboat Local. Steamboat Springs, CO**  
Design and produce advertisements and newspaper layout for bi-weekly publication.

**January 2007 - May 2007: Lead Designer, Steamboat Pilot & Today. Steamboat Springs, CO**  
Responsible for design of newspaper and magazine ads.

**April 2003 - September 2006: Senior Designer, JACKSON Marketing. Denver, CO**  
Develop identities and design collateral material for a wide range of financial product lines. Design additional materials for existing product lines. Manage a high volume of projects from concept to completion and assist in developing new materials. Responsible for developing and maintaining graphic standards. Assist Art-director with project scheduling and work-flow.

**September 2000 - March 2003: Designer, Wink Advertising. Denver, CO**  
Concept, layout and design of sales and marketing materials for companies such as HealthONE and Conoco. Maintain graphic standards as well as manage publication deadlines and project budgets.

**January 2001 - November 2001: Adjunct Instructor, Westwood College. Denver, CO**  
Instructed beginning design students on pre-press techniques and Adobe applications (Photoshop and Illustrator). Developed course work that emphasized the use of thumbnails, conceptual thought, typography, craftsmanship, and professionalism. Deterred students from using clip art, superfluous photoshop filters and comic sans.

**November 1999 - August 2001: Graphic Designer, Fountains Marketing Group. Tucson, AZ**  
Responsible for design and production of all sales and marketing materials for five retirement communities throughout the U.S. Work closely with sales and marketing directors to develop effective marketing strategies for each community and ensure all materials were on-time and on-budget. Maintain corporate design standards and ensured all pieces met individual state leasing and compliance standards. Concept, layout and design of print ads. Manage and meet publication deadlines.

**October 1998 - October 1999: Graphic Designer, Dubs/Tyau Advertising. Tucson, AZ**  
Responsible for developing collateral materials for various agency clients, Assist other designers in applying edits and creating press-ready files. Projects include, but not limited to: ads, direct mail, corporate identity, logos, specialty items and outdoor advertising. Involved in market research and developing client presentations.

**September 1996 - September 1998: Graphic Designer, Great Scott Design. Tucson, AZ**  
Assisted design staff with project overflow, print estimates, prepare camera-ready artwork, check matchprints/bluelines, assist with press-checks and apply client edits. Oversee projects from concept to completion.

## Professional References

Bart Kounovsky - COO, Colorado Group Realty. 970.875.2958

Diane Montana - Art Director, JACKSON Marketing 303.488.3537

Michael Graham - Creative and Technical Director, Signature Advertising. 303.893.3335