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SUMMARY OF QUALIFICATIONS

Honest, reliable **freelance designer** with exceptional interpersonal and communication skills on the human level, and superior attention to detail and sense of responsibility on the professional level.

- Demonstrated ability to create and manage effective brand, corporate identity and marketing programs
- Excellent ability to convert corporate perceptions and desires into workable solutions
- Experience in balancing creativity with corporate practicality, ensuring projects are optimally completed within time frames and budgets

PROFESSIONAL EXPERIENCE

Oct 2006 - **Empower Graphics**, Corporate Identity, Branding, Graphic Design Boca Raton, Florida

Present *Freelance Design and Consulting*

- Intelligent design and a passion there for. Responsible for intelligent, passionate corporate design. From brand and identity management to corporate collateral to ad campaigns and web site design and development, Empower Graphics has the care, experience and responsiveness to complete any design project within time frames and budgets.
- Online portfolio can be found at www.empowergraphics.net.

Jul 2005 - **Teen Angel**, Retail Store - Chain of Girls' and Women's Clothing Boutiques Delray Beach, Florida

Oct 2006 *Marketing/Brand Management*

- Responsible for all aspects of brand management for chain of five retail stores — both internal (store visuals, signage, POS, etc.) and external (print and electronic advertising).
- Responsible for design and management of e-commerce web site including all aspects of product addition and maintenance and support web pages.
- Duties included photographic shoots for advertising and internet products, including photo correction and manipulation, every aspect of print and electronic advertising from creative development through pre-press and email blasting.

Jun 2003 - **Charlies Locker**, Retail Store - Nautical Outfitters Fort Lauderdale, Florida

Jun 2005 *Marketing/Information Technology*

- Responsible for all aspects of identity refresh and on-going management following store relocation.
- Duties included internal and external brand management and marketing/advertising.
- Responsible for design and management of e-commerce web site.

Feb 1997 - **corPersona**, Corporate Identity & Branding Coconut Creek, Florida

Apr 2003 *COO, Creative Director*

- Co-founder and owner of agency specializing in corporate identity and branding. Responsible for both client projects and operation and management of corporation.
- Client responsibilities include all aspects of projects from concept and design through production, prepress and printing. Projects include name and tag line development, logo and all related collateral, web site design and programming, and advertising and marketing campaigns.
- Clients include Arby's, Tutor Time Childcare Learning Centers, Chris Evert/Raymond James Pro-Celebrity Tennis Classic, Leukemia Society of South Florida, March of Dimes and Rachlin Cohen & Holtz, LLP.

- Oct 1994 - **Thompson Press**, Commercial Printer Miami Lakes, Florida
Feb 1997 *Art Department Manager*
- Responsible for all in-house artwork, including electronic design & production and manual paste-up of artwork; and for set up, management & operation of Scitex-based imagesetter for in-house film output.
- Nov 1993 - **Keiser College** Fort Lauderdale, Florida
Jan 1995 *Instructor*
- Taught courses in graphics and computers.
- Feb 1992 - **I'aCADami**, CADD and Personal Computer Consulting Santa Monica, California
Aug 1993 *Principal*
- Developed AutoCAD and PC consulting practice.
 - Specialized in the installation, set-up and customization of AutoCAD software.
 - Projects included custom programming, hardware and software support, employee training and miscellaneous AutoCAD and PC consulting.
 - Clients included The Southern California Gas Company, Sony Pictures Entertainment, Paramount Studios, Cohen and Kanwar and The Jerde Partnership.
- Fall 1991 - **Santa Monica College** Santa Monica, California
Aug 1993 *Instructor*
- Taught courses in graphics, computers and architecture.
- Feb 1989 - **Cohen and Kanwar**, Electrical Contractors Santa Monica, California
Feb 1992 *CADD Manager*
- Duties included management and support of AutoCAD work-stations and general computer support.
- Sept 1986 - **Group Arcon** Los Angeles, California
Feb 1989 *CADD Manager/Associate Consultant*
- Duties included management and support of AutoCAD work-stations and general computer support.

EDUCATION

- Feb 1979 - **University of Cape Town** Cape Town, South Africa
Nov 1983 *Bachelor of Business Science (4-year degree)* Major - Business Finance; Minor - Marketing.

TECHNICAL EXPERTISE

- Graphics Software: Adobe Suite of Products; Quark Xpress; Corel Suite of Products
- Support Software: Microsoft Suite of Products; Filemaker Pro; Quickbooks
- Programming: HTML; CSS; AutoLisp; Visual Basic; C

Online portfolio: www.empowergraphics.net

Testimonials: <http://www.empowergraphics.net/testimonials.html>

References: <http://www.empowergraphics.net/references.html>