

GRAPHIC DESIGN EXPERIENCE

My adaptability and creative versatility is a design strength and value I bring to creating design deliverables for print, digital and the built environment with experience across numerous industries. As a creative visualizer, I use my skills and experience of interpreting information using design elements, typography, illustration and other visual messaging techniques for a successful creative outcome.

PROJECT EXPERIENCE IN THE FOLLOWING INDUSTRIES

Automotive	Gallery & Fine Art	Museum	Retail
Banking	Healthcare	Publishing	Science
BioTech	Hospitality	Real Estate	Software/Hardware
CPG (Food packaging)	Marine/Yacht	Restaurant	Tech
CPG (Health & Beauty packaging)	Medical		

SOFTWARE: **Adobe Creative Suite 2018** HIGHLY PROFICIENT INDESIGN • ILLUSTRATOR • PHOTOSHOP

Professional use and teach software as design educator

SOFTWARE: **PROJECT & WORKING EXPERIENCE**

Adobe iBook Author

Adobe AE/After Effects

Adobe Muse/responsive web design

CMS Web templates: Godaddy, Wordpress, Squarespace

Adobe Dreamweaver basics, some HTML/CCS

Msoffice: Powerpoint presentations, MSWord formatting, Excel

KeyNote/Numbers/Pages

SOCIAL MEDIA assets: Facebook, Pinterest, Instagram, Yelp, Google

e-commerce asset & site management: Artnet, AskArt, RubyLane, Etsy

Apple iPad pro pen apps: Adobe PS Sketch, Draw, Comp, Paper,

Scan, AutoDesk Sketchbook

PC computer experience with Adobe CC Suite and Msoffice

SELF-DIRECTED TRAINING | CLASSES | TUTORIALS

**Quick study with new software and self-directed tutorials as needed*

Illustrator perspective, Sketch Up, Form Z, CAD Tools for Mac, UX/UI courses, Premiere, AE, Adobe Education Exchange

OTHER TECH, DESIGN & PRODUCTION SKILLS

- Content Management Systems (CMS): SharePoint, RedBooth, BlackBoard, Brightspace, Box, Slack, Google drive, other institutional, internal or corporate CMS or proprietary systems
- Adobe Acrobat Pro: Writeable and interactive forms for passing 508 Compliancy approval for meeting web accessibility
- Computer peripherals such as scanners, printers, FTP sites, etc.
- Illustration hand or digital, manual drafting and detailing, marker rendering, 3D visualization, concept sketching, design development

EDUCATION

Savannah College of Art & Design
(SCAD) Savannah, GA
M.A. Graphic Design 2014

Platt College – San Diego, CA
Diploma/Certificate - Computer Graphics
Courses using Apple/Mac OS,
QuarkXpress, Adobe software, current
design industry software.

Wayne State University – Detroit, MI
B.F.A. Graphic Design
Courses in graphic design, illustration,
industrial design, interior architecture, art
history, art foundation and fine art courses.

CAPABILITIES: **PROJECT COMPETENCIES**

- Art direction
- Advertising design: classified to full page glossy or newsprint
- Editorial/advertorial layout, long form text layout and editing
- Branding and logo design
- Corporate collateral work: branded materials
- Digital assets: banner ads, e-blast graphics, e-vites, announcements, headers, side bar ads, asset preparation
- Illustration: hand illustration or digital, multiple styles
- Marketing collateral: marketing savvy and entrepreneurial thinking
- Packaging: design development, logo design, dieline layout, line extension production, digital mockups
- Photoshop image manipulation, retouching, compositing, product photography, photo styling, digital mockups
- Production, preflight, proofing, editing
- Print work: annual reports, booklets, brochures, catalogs, direct mail, flyers, posters, promotional items, rack cards, sell sheets
- Remote work: very experienced
- Research, vendor or contractor coordination, project management

PROFESSIONAL DEVELOPMENT

AIGA Member: Detroit Chapter

2018 826Michigan Detroit - Tutor volunteer/Pro Bono design work

2017 AIGA Student Portfolio Reviewer, Jacksonville, FL (2016, 2015)

2017 AutoDesk 123 - 3D printing seminar, Jacksonville, FL

2016 AIGA Student Mentorship Discover Design, Jacksonville, FL

2016 Adobe Education Exchange: Adobe Muse Certif. online course

2014 Student Portfolio Review, RJMurray Middle, St. Augustine, FL

AWARDS | RECOGNITION

SCAD Artistic Honors Portfolio Fellowship Grant

Show Us Your Stuff Winner/use of products - Paper Direct, Inc.

San Diego Creative Show - Team Gold Award for Firm Promotion

PROJECT EXPERIENCE I have worked full-time for inhouse corporate departments with various intervals working as an independent contractor, oftentimes overlapping with being a design educator, along with small scale client project work. Much of my client work is long term or with repeat clients that have requested my capabilities to design and produce their projects.

Sandra Schultz Design – Detroit, MI Nov. 2017 – Present

Client work while looking for position or long term/on-going contract work - local and remote. Working with Creative Circle and Aquent agencies.

Nov. 2017 - May 2018: Skidmore Studio Detroit. Packaging production line extensions. Part-time remote with occasional on-site meetings.

March - May 2018: Instructor. Taught online/remote graphic design course at Southern New Hampshire University (One term only)

April 2018: Colliers International Real Estate. Called in to develop presentation and a sales data chart and complete site plan/floor plan updates

July/Aug. 2018: 826 Michigan tutoring center Pro Bono design work locally

Current Clients:

- EHS Partners, LLC. Corporate branded marketing materials (Remote - Ongoing 4 years)
- Retail: advertising, branding and print work design for multiple monthly clients: Floating Lotus Spa, Lost Art Gallery, Sea Spirits Gallery & Gifts, Renaissance Fine Art Appraisals, Thornebrook Village Mall

Sandra Schultz Design/Freelance – St. Augustine, FL 2012 – Nov. 2017

While teaching graphic design as part-time Professor (see below), and completing my Masters degree, I also did various client work.

Clients Included:

- EHS Partners, LLC - Corporate branded marketing materials (Remote 2014 - present)
- Florida Blue Foundation - Annual reports and specialty catalogs, booklets, reports and seminar materials (Remote and on-site meetings)
- Florida Blue Medicare Division - Catalogs (6 total - 60 pages each, Bi-lingual) layout and production (Remote)
- Retail/Restaurant: Lost Art Gallery, Sea Spirits Gallery & Gifts, Floating Lotus Spa, Dessert First Bistro Cafe - Branding, signage, retail advertising, marketing, event and promotional materials along with product photography and styling for marketing and e-commerce sales. Also included part-time fine art gallery sales, art appraisal research, client prospecting for sales, and on-site sales and customer service.

Flagler College – St. Augustine, FL 2007 - 2010 then 2011 - 2015

Adjunct part-time Professor in graphic design.

Leadership and mentoring role teaching design studio courses while demonstrating Adobe Creative Suite CC software to complete real-world and relevant design and illustration projects. Instruction in design process, sketching, theory, practice, branding, production methods, and more, along with institutional responsibilities involving processes and paperwork and collegiate CMS system. Class size: 16-18 students.

Freelance – Fort Lauderdale, FL 2010 – 2011

Took a 6 month sailboat sabbatical to south Florida and did on-site contract work thru Aquent or self promotion

- Majority Strategies - Political campaign marketing materials, brochures, ads, digital/web graphics, web side ads and banners (6 months)
- LBC Marketing/Cannon Advertising - Site plans, floor plans, sales brochures, logo design for real estate developments
- Bank Atlantic - Direct mail, advertising, flyers and other materials for corporate banking marketing

Florida Blue (Blue Cross Blue Shield) – Jacksonville, FL 2008 – 2010

Senior Graphic Designer. Full time (2.5 years full-time, then remote projects - see above)

Created corporate branded marketing, advertising and collateral materials for internal and external customers related to the healthcare insurance market. Developed presentations and special projects for new initiatives. Subsequently contracted to do special catalogs, annual reports, specialty and seminar books for 2 divisions within Florida Blue corporate headquarters. In-house Sharepoint CMS. Tight HIPPA and privacy laws.

Tree of Life, Inc. – St. Augustine, FL (Now KEHE Distributors, Chicago) 2006 – 2008

Senior Graphic Designer. Full-time.

Marketing, sales and package design for Tree of Life® brands, private label, and national food brands in the natural and organic market. Packaging concepts from briefs, die-line layout, line-extensions, product photography and styling, brochures, flyers, sell sheets, shelf talkers, advertising, newsletters, in-store signage, marketing materials for internal and external clients. *Brands: Reese, Mi-Del, Bon Maman, Colman, more.*

Sandra Schultz Design – Fort Lauderdale, FL 2003 – 2006

Contracted for ongoing monthly design and production work. Clients found through self promotion or with Aquent staffing company

- JES Publishing/Boca Raton Magazine - Monthly, on-site, advertising design and layout, some editorial, client specialty catalogs, product brochures
- Showboats International Yacht magazine - Monthly, on-site, editorial layout, yacht and marketing sales brochures, event booklets, invites, catalogs
- Curran & Connors Annual reports - Seasonal, on-site, Multi-page report concept design for corporate clients
- Seta Corp./Palm Beach Jewelry - Monthly, on-site, jewelry catalog page layouts, coupons and inserts

G.L. Homes, Inc. – Ft. Lauderdale, FL 2000 – 2003 in house 2006 - 2009 remote

Senior Graphic Designer. Full-time, then remote working on 2-3 Newsletters per month after I moved to NE Florida to St. Augustine.

Created real estate sales materials for the marketing department of a residential home builder/real estate developer. Created sales center displays, signage, banners, logos, brochures, advertising for full page newsprint or glossy mags, direct mail, site plans, site and area maps, floor plan booklets, sales and promotional flyers, newsletters, posters and other marketing and client sales materials.