

[www.sandraschultzdesign.com](http://www.sandraschultzdesign.com)

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## SKILLS

Adobe CC 2018

EXPERT/ADVANCED LEVEL

INDESIGN

ILLUSTRATOR

PHOTOSHOP

## OTHER SOFTWARE

Working knowledge using the following:

- iBook Author
- AE - After Effects
- Muse web design
- Dreamweaver basics
- Some HTML/CCS

## USE OF THE FOLLOWING:

- CMS web template layout and updates: Wordpress, Godaddy, Squarespace, Muse
- CMS/collaboration hubs: Slack, SharePoint, RedBooth, BlackBoard, Brightspace, Box, Google drive, other institutional, internal or corporate proprietary systems
- MSOffice: Powerpoint presentations, MSWord formatting, Excel
- KeyNote/Numbers/Pages
- SOCIAL MEDIA assets: Facebook, Pinterest, Instagram, Yelp, Google
- e-Commerce asset management: Artnet, AskArt, RubyLane, Etsy
- Apple iPad pro pen apps: Learning Adobe Sketch & Draw, Comp, Paper, AutoDesk Sketchbook
- Currently learning: Illustrator 3D perspective techniques, SketchUp, TurboCad for Mac, UX/UI courses, Premiere Video, Adobe Animate
- I do Adobe Education Exchange online courses and Adobe TV tutorials
- I am a quick study with software and continually learning new techniques and best practices with software.

## PROFESSIONAL PROFILE

My adaptability and creative versatility is a design strength and value that I bring to creating solutions for communication deliverables for print, digital or the built environment, with project experience across numerous industries, corporate to consumer.

## DESIGN EXPERIENCE IN THE FOLLOWING AREAS

Architecture	CPG	Medical	Restaurant
Automotive	Gallery/Fine Art	Museum	Retail
Banking/Finance	Healthcare	Packaging	Science
BioTech	Hospitality	Publishing	Software/Hardware
Corporate	Marine/Yacht	Real Estate	Tech

## PROFESSIONAL COMPETENCIES

- Advertising design and layout: classified, display, to full page glossy or newspaper
- Advertorial/Editorial layout, long-form, document text layout and revision editing
- Art direction, creative direction, mentoring and project management
- Branding development and developing branding guidelines
- Corporate collateral work: branded materials for internal or external stakeholders
- Digital assets: banner/side bar ads and graphics, e-blasts, e-vites, announcements, headers, asset preparation for web
- Illustration and sketching: hand drawn or digital, multiple styles
- Information graphics, charts, graphs, detail drawings
- Logo design, icon design, buttons, symbols
- Marketing collateral: flyers, direct mail, booklets, posters, brochures, booklets
- Marketing savvy and entrepreneurial thinking and develop ideas
- Packaging: design development, dieline layout, line extension production, digital mockups
- Photoshop image manipulation, retouching, compositing, color correcting, product photography, photo styling, digital mockups
- Production, preflight, proofing, revision editing processes
- Print work: annual reports, booklets, brochures, catalogs, direct mail, flyers, posters, promotional items, rack cards, sell sheets, spec sheets, and more
- Remote work: very experienced, highly communicative via e-mail or collaborative hub
- Research oriented, vendor and contractor coordination

## EDUCATION

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

**Platt College**  
San Diego, CA  
*Diploma Computer Graphics*  
Apple/Mac OS, Adobe software, QuarkXpress

**Wayne State University**  
Detroit, MI  
*B.F.A. Graphic Design*  
Illustration, industrial design, art history, art foundation

## Freelance Design work

Detroit, MI Nov. 2017 – Present

*I am working on design and production projects while looking for a suitable position. I am also working with Creative Circle and Aquent talent agencies.*

### Current client work:

- Tilt Agency Birmingham: Various print production. Web banners, direct mail, Photoshop work. Sept. 2018/3 weeks
- Skidmore Studio Detroit: Packaging production on Inspired Organics new product line. Nov. 2017 - April 2018
- Colliers International Real Estate Southfield. Sales data chart design, Powerpoint presentation, site plan and floor plan updates. April 2018
- SNHU-Southern New Hampshire University: Instructor. Taught online graphic design Photoshop compositing course. Nov. 2017 - May 2018
- 826 Michigan (in Eastern Market) tutoring center Pro Bono design work. July 2018. I am also a tutor in training.

### Freelance on-going project work:

- EHS Partners, LLC. Corporate branded marketing materials (Remote client - 4 years 10-15 hrs a month)
- Monthly advertising, branding and print work design for multiple retail clients in Florida: Floating Lotus Spa, Lost Art Gallery, Sea Spirits Gallery & Gifts, Renaissance Fine Art Appraisals, Thornebrook Village Mall, Gainesville FL. (1-3 hrs a month)

## Designer/Educator

St. Augustine, FL 2012 – Nov. 2017

*While teaching graphic design as part-time Professor (see below), and completing my Masters degree, I also designed and produced projects for various clients and worked as a fine art consultant.*

### Clients Included:

- EHS Partners, LLC - Corporate branded marketing materials (Remote 2014 - present)
- Florida Blue Foundation - Annual reports and seminar catalogs, booklets, reports and seminar materials
- Florida Blue Medicare Division - layout/production on 6 Medicare catalogs (60 pages each, 3 Bilingual/Spanish)
- Dessert First Bistro Cafe - Interior branding, signage design, retail advertising, marketing, menu design
- Lost Art Gallery 2014-2017 - part-time on-site fine art gallery sales and customer service, art appraisal research, client prospecting and follow up, along with graphic design event and promotional materials and product photography/styling for advertising and e-commerce web sales.

## Flagler College

St. Augustine, FL 2008 - 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 collegiate CMS system. Class size: 16-18 Mac stations.

## 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. Sharepoint CMS. Tight HIPPA privacy.

## Tree of Life, Inc. (Purchased by KEHE Distributors, Chicago)

St. Augustine, FL 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, Bonne Maman, Colman, more.*

## Freelance Design work – 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 and 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.