

"Charlene is a top-notch layout artist and designer. In our capacity as co-workers, I admired her ability to get issues of Hispanic Business Magazine produced in a timely manner, often incorporating last minute submissions and changes by editorial staff, and always looking slick. Subsequently, Charlene designed a logo for one of my own side projects, and it captures the essence of what I was trying to portray in graphic form. I would say that Charlene can be an excellent cog in the gears of a machine, but she really, really shines when you take the boundaries away and let her creativity and design sense flow."

Jeremy Niesen
WRITER & BUSINESS OWNER

CHARLENE TIEDEMANN

Work History

DESIGNER & ART DIRECTOR

Star Marketing & Media and Star Lee Publications; Camarillo, CA 2009-Current

Art direct, concept, design, and build a 96-page start-up magazine from scratch. Provide direction for consistent design of magazine. Art direction for cover photoshoots. Production of final pages for printer. Oversee **brand consistency**. Create style guidelines for magazine.

Design **magazine collateral** design: media kits, blow-in cards, business cards, POP displays, ad design, and other marketing needs.

Manage and **oversee production deadlines and budgets**.

Logo and brand development for educational CD & booklet product, start-up magazine (7 issues completed), and custom **book design**.

Outside client **website design** and development working in conjunction with web developers.

Coordinate an **archive** of all digital files. Develop consistent filing system.

MULTI-MEDIA DESIGNER

Hispanic Business, Inc., Goleta, CA, 2008-2009

Editorial page design for HispanicBusiness magazine. Work closely with Creative Services Director and Editorial department to convey imagery that adequately communicated articles to magazine readers within brand.

Concept and design of: house ads, 4 media kits, **media kit** folder, monthly **sales sheets**, promotional magazine materials, **event signage**, multi-media **slides for event presentation**

Design **animated web banners** and images appropriate for web use. Create **email blast newsletters**.

Art direct for cover photoshoot, working closely with photographer on location.

Prepare, preflight and upload files to in-site for printer. Preflight all external advertising to ensure quality printing of client ads for magazine.

Work closely with Production Manager to **meet magazine deadlines** for ad and editorial content.

Contact

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Career Objective

Seeking design work within an exciting, innovative and collaborative creative environment that demands exceptional work and requires a great deal of mental and creative problem solving.

Programs

Adobe Creative Suite CS4 & 5: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Acrobat, Distiller, Bridge; Final Cut Pro; Quark XPress; Suitcase Fusion; Microsoft Office; OSX and PC platforms.

Experience

With 11 years of graphics experience, I have found that **I love developing brands, products, and publications**. I love **collaborating with people** who have big ideas and like to try new things.

Through the years, I have found that focusing on finding the right solution is not only effective, but incredibly rewarding. Its not about finding "a solution" but **finding the right solution that drives me**.

Education

B.A. Fine Arts

Westmont College, Santa Barbara, CA

Graphic Design Certificate Program

Rhode Island School of Design, Providence, RI

GRAPHIC DESIGN & MARKETING

Haulin Toyz, Inc., Ventura, CA, 2005-2007

Brand development: logo, ad campaigns, and website. Design to completion of all marketing collateral. **Conceptualize creative ideas** for advertising and producing all print collateral from concept to final product.

Event materials development. Design of: flyers, handouts, trade show signage: 7 vinyl banners, aluminum sign and large format vinyl mesh 100' x 3' for special outdoor event.

Design of **promotional materials**: whip flags, T-shirts, vinyl vehicle decals, stickers, key-chains.

Develop and maintain website. Set-up web-mail e-mail accounts for all employees at company's web-hosting site.

Manage relationships and work flow with vendors and advertising sales representatives, source all printed work.

Manage advertising and **events budget**.

Create event marketing strategy. Find trade shows and events, manage and develop all needed materials.

GRAPHIC DESIGN & PRODUCTION

Tweeter Inc., Canton, MA, 2004-2005

Design and layout two, 16-page newspaper circulars for total holiday marketing distribution of 11 million; 10 regions.

Create multiple full page newspaper ads; **organize** and create **versions** for 10 different regions.

Concept designs for catalog: cover, spread and product pages, working closely with copy editor.

Design to completion of **corporate signage**. Create promotional letterhead and in-house forms.

GRAPHIC DESIGN & PRODUCTION

AQUENT, INC., Boston, MA, 2004-2005

Implement design changes and pre-press preparation of **product packaging** for Gillette products. Finalize artwork: collect, compress, archive and send to printers.

Design & layout of newsletters and book for **Harvard Health Publications**: adhere to template and brand standards; work closely with editors on selection art and proper layout of text, adjust art to indexed colors; prepare files for press; create and archive PDFs.