

CHARLENE TIEDEMANN

CONTACT

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EDUCATION

B.A. FINE ARTS, Westmont College, Santa Barbara, CA
GRAPHIC DESIGN CERTIFICATE PROGRAM,
Rhode Island School of Design, Providence, RI

REFERENCES

Available upon request.

CAREER OBJECTIVE

Seeking a full-time position as Graphic Designer within a collaborative creative environment with room for professional growth.

EXPERIENCE

Experience designing print collateral, circulars, newspaper advertisements, corporate identity, product packaging, catalogs, newsletters, booklets, magazines, large and small format signage, promotional materials, logo design and more. Many years experience in pre-flight file preparation for printers, color correction, and trouble-shooting. Online experience includes e-mail blasts, animated banner advertising and website design utilizing Dreamweaver with an understanding of HTML and CSS.

PROGRAMS

Adobe Creative Suite CS3: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Acrobat, Distiller, Bridge; Quark XPress; Font Agent Pro; Microsoft Office; OSX and PC platforms.

WORK HISTORY

FREELANCE GRAPHIC DESIGNER

STAR MARKETING & MEDIA, Camarillo, CA, 2009

Design of print collateral: flyers, cardholders, POP displays.

Logo development: in-house and client.

Production design of client website page versioning, utilizing previously developed brand.

Pre-flighting and production of all printed items.

Coordinate an archive of all digital files. Rename and reorganize server to create a consistent filing system.

GRAPHIC DESIGNER (6 month contract)

HISPANIC BUSINESS, INC., Goleta, CA, 2008-2009

Design and layout of HispanicBusiness magazine editorial pages working closely with Creative Services Director and Editorial department to convey imagery that adequately communicated articles to magazine readers within magazine style.

Work with Integrated Marketing Manager on concept and design of collateral including: House ads for monthly publication, 4 Media Kits, Media Kit presentation folder, monthly sales sheets, promotional magazine mock-ups for sales team, event signage, slides for multi-media event presentation.

Art Direct for cover photoshoot; work closely with photographer on location at Los Angeles City Hall to photograph Mayor Villarigosa for October 2008 cover.

Create email blasts and animated web banners for multiple HispanicBusiness department needs.

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.

GRAPHIC DESIGN & MARKETING

HAULIN TOYZ, INC., Ventura, CA, 2005-2007

Concept to completion of signage: 7 vinyl banners, aluminum sign and large format vinyl mesh 100' x 3' for special event.

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

Design to completion of all marketing collateral.

Development of corporate image: company logo, ad campaigns, and website.

Conceptualize creative ideas for advertising and producing all print collateral from concept to final product.

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

Work closely with office manager to gather, organize, conceptualize and produce all marketing materials and necessary signage for upcoming sales events & Trade Shows.

GRAPHIC DESIGNER

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 the multiple versions per 10 different regions and sizes.

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

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

Work closely with in-house agency art director, copy editors, designers and image specialists.

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 style 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.

Layout changes to marketing collateral for *Advanstar*: layout and design of new and updated text and imagery.

Illustrate new corporate organization charts for *Aquent, Inc.* adhering to design style. Format design for business proposals.

GRAPHIC DESIGNER

CAROL SCHOENENBERGER, MA, By Project Basis

WOMEN'S GOLD: Concept and production of 8-page direct mail fundraising brochure design including: reply card, envelope, thank-you postcard, illustration of images, color correct art, communicate with printer re: pricing, timing and press check.

Design 9 product labels for shea butter skin care line (lip balm, hand cream, liquid soap, bar soap, and shea blends); postcard; letterhead; logo design; and poster design; concepts for packaging and marketing.

MIRA ORGANICS: Design of advertisements, logo, business cards, letterhead, and illustrations. Pre-flight and color correct all designs for various media and printers.

GREEN INTERIORS: Concept to completion of company logo, letterhead, business cards, newspaper/magazine advertising.