

## PRODUCT AND WEB DESIGNER

### Summary

My career of 34 years includes the graphic art field, fine arts, and elementary art teacher. My personal evolution and vision helps me to know that I possess truth, talent and ability that is unique and highly creative.

I have always known that art was my life path, and I seek to share in ways that apply to the world today in innovative ways.

The Mission ~ To work with a team as designer or in some capacity where my creativity and thinking outside the box can be utilized best. To provide graphic expressions that convey the best message whether it be print or web presentation . My many years of experience affords me depth of knowledge in the arts fields, hands on, and I intend to use this knowledge for future endeavors as freelance designer.

My Offerings ~ I focus on using my creative energy and experience as a Graphic Artist skilled in a variety of designs, logos and marketing packages designed to strengthen business competence..

I am a visual designer with an aptitude for experimental projects.

My design skills are unique ~ I utilize the basic elements of design: color, line, shape, space, texture and value to help with the overall creation of any art projects or instruction. My training, experience, and education in art enables me to have a vast resource of ideas to share. And very importantly, other's ideas inspire me to go beyond and create things that clients envisioned.

Workshops ~ I am interested in Teaching groups or private lessons, sharing creatively and working with other artists to create meaningful art.

~ Past and current students and clientele are primarily those listed here:

Art collectors, art galleries, art enthusiasts, parents of students, adults or children who may seek creative art instruction in a wide variety of mediums from an enthusiastic artist/teacher

Organizations or individuals who may be seeking a career creative artist to assist in projects requiring their ideas becoming fine finished art.

Set design, backgrounds for theatre productions large or small Elementary/Secondary/Adult students who are interested in improving motor skills, experiment with various materials, learn the history of art, and apply art to life, possibly in a career involving some of these skills.

The Overview ~~~ My freelance business is based in Cody, Wyoming, but not limited to the area. I am proficient in graphics programs including Adobe Photoshop, InDesign, Dreamweaver, Illustrator, Microsoft Word, Excel. have worked for most of my career at a distance and utilize all of the modern technology that makes it possible and simple to do this. SHedrick Art & Design on Facebook. Brochure, business cards, and other collateral Networking with Arts Councils, Galleries, Grant possibilities, and other interests Client referrals available

Background & Experience ~~~ Product design and development of varieties of gifts, toys, socks, dolls, jewelry, snowglobes and more. Approx 20 years with one company. Very large E Commerce Website development and some HTML. Web maintenance. 3 years. Elementary art instructor with the Art on a Cart program in Cody, Wyoming, 7years. Each year my 300 students are exposed to all elements of art, art history, as many mediums and techniques as the budget will allow. Self-employed freelance artist/illustrator/graphic designer for over 30 years working in a variety of mediums. Much Photoshop CS5.

Studied with several professional artists privately, and taught art lessons to children through the Cody Parks and Recreation in the summers.

Created an organization called Raise Your Hand for Art to promote awareness of the need for art in the elementary age child's growth and how it actually helps them with their academic studies Invested entire career to date in the field of art.

Currently Registered name and business licensed in the state of Wyoming, formerly in California Completed substitute certification program, and update regularly Joined several professional associations and memberships Completed hundreds of paintings and graphic works for satisfied clients.

Highly creative and multi-talented Graphic Designer with more than 30 years in product development and print design.

## Highlights

Dedicated art professional with over 30 years of hands on experience.

Proficient in Adobe Photoshop, InDesign, Illustrator, Microsoft Word, Excel. Some knowledge of Dreamweaver

Adept researcher and visionary, excellent at working with others' ideas

Self disciplined, work well on own from home office.

Prompt, positive, self-disciplined

Able to work on more than one project at once

- Some HTML knowledge
- Microsoft Office Suite knowledge
- Advanced typography knowledge
- Corporate design - logos and branding
- Strong design sense
- Conceptual thinker
- Design strategist
- Experience with brochure and newsletter formatting
- Logo and business card photography and layout
- Photo enhancing
- Website enhancement
- Stationery and letterhead
- Creative and artistic thinker
- Self-motivated professional
- Resourceful researcher
- Quick learner
- Menu design using Adobe InDesign
- Project proposals

## Professional Associations

Substitute Teaching certification permit 2004-2011 enabled me to teach in Wyoming Public School system. Designed and implemented Art on a Cart program for Park County School District.

Indimension, Inc., Asheville, NC

Pat O'Hara Brewing Co, Cody, WY

Park County School District, Cody, WY

Park County Arts Council, Cody, WY

Cody Country Art League, Cody, WY

Wildwood Furniture, Cody, WY

Gold Coast Marketing, Ventura, CA

Irma Hotel, Cody, WY

Fine Art Collectors:

Jerry Russell & Gretchen Stark, Wapiti, WY

Jeri Gillett, Belfry, MT

Ty & Jamie Barhaug, Powell, WY

Dorothea Hartley, Oakview, CA

Experience

January 1995 to January 2014

Company Name City , State Product and Web Designer

Created graphic materials for the company website.

Designed and printed online interactive sales and marketing collateral. Designed unique print materials, including advertisements, brochures and logo designs.

Determined styles, size and arrangement of illustrations and graphics.

Assisted in developing and maintaining user-friendly websites.

Translated prototypes and PSDs into launch-ready, pixel-perfect formats.

Maintained site appearance by developing and enforcing content and display standards.

Consistently adhered to all internal delivery schedules.

Collaborated with a team of designers to offer improvements and direction on others' projects.

Prepared layouts and drawings in compliance with established templates and design standards.

Adhered to all corporate brand guidelines when preparing graphic materials.

Recommended techniques, methods and media best suited to produce desired visual effects

Designed artistic signage for special corporate events..

Developed creative graphics that simplified complex messages.

Worked with overseas factories to deliver polished final products.

Contributed ideas during strategic and conceptual brainstorming sessions.

Coordinated with the production factories and delivery managers to follow through from conception, to manufacture, to delivery to online sales.

Created concept mock-ups and banners for web and mobile applications.

Created all communications collateral, including web pages, brochures and fliers.

Prioritized graphic workload and effectively coordinated multiple projects.

Supported production of various projects under tight time constraints..

Produced product and packaging for domestic and international markets.

Meticulously followed corporate brand guidelines to enable brand consistency across campaigns and marketing programs.

January 2005 to October 2013

Company Name City , State Food and Beverage

Part-time in Food and Beverage business for 7 years.

Very busy tourist hotel.

In this business a person must be very organized, personable and energetic..

January 1990 to April 1995

Company Name City , State Graphic Designer

Designed souvenir mugs and t-shirts for large scale tourism distribution. Clients included Sea World and Busch Gardens. Harrah's, Stratosphere, MGM Grand, and numerous other Las Vegas attractions.

July 1984 to June 1987

Company Name City , State Graphic Designer

Licensed Disney t-shirts. Designed for T-shirt company who supplied Universal Studios and many tourist attractions in Southern California and beyond with Disney themed t-shirts, from cartoon characters such as Mickey Mouse to Betty Boop and numerous others popular then.

Education

1985

Colorado Institute of Art

City , State , USA Advertising Design

Associate of Arts

Fine Art coursework

Sculpture course

Advertising seminars

Computer and Art Design courses

Public Relations seminar

Studio Art courses

Visual Communication course

Graphic Design for Print Media focus

Ventura College

City , State , USA Illustration & Cartooning

Studied with Chris Martinez, noted Illustrator, Caricaturist.

Northwest College

City , State , US History, Music, Education

Online Adult education, not degree focused.

Ventura College

City , State , US Computer Science

Learned basic computer language and use of PC/Mac. Learned Photoshop and Microsoft Word.

Personal Information

Born Billings, Montana, Feb 8, 1961.

Both parents fine artists, family of 5 siblings.

American, caucasian

Excellent health

No children, only animals

Long term relationship

Live out in the country on 35 acre farm

Valid id and US passport

Registered voter in Wyoming

My interests:

When I am not working on the computer,

I am painting pet portraits, painting furniture,

creating clay and wood sculpture.

I find everything an opportunity to be solve problems, and am always coming up with creative solutions.

Love gardening and growing things, healthful creative cooking

Love cats, horses, and my dog

Love the ocean and warm climate

## Skills

Am proficient with graphics programs such as Adobe Photoshop, InDesign, Illustrator plus word programs such as Microsoft Word and Excel.

Highly skilled at product development from the envisioning, researching, making visual, and creating actual product.

Working with other's ideas, and especially enjoy creating my own ideas into visuals.

Have great organizational skills needed for freelance self employment

## Additional Information

### Professional Associations

Indimension, Inc., Asheville, NC

Park County School District, Cody, WY

Park County Arts Council, Cody, WY

Cody Country Art League, Cody, WY

Wildwood Furniture, Cody, WY

Gold Coast Marketing, Ventura, CA

### Fine Art Collectors:

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Jeri Gillett, Belfry, MT

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Dorothea Hartley, Oakview, CA