

cheryl.mclaughlin

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EDUCATION

Carnegie Mellon University
Bachelor of Fine Arts 2004
Pittsburgh, Pennsylvania

Burren College of Art
Study Abroad 2003
Ballyvaughan, Ireland

SOFTWARE

Fluent

Mac & PC Platforms
Bridge
Illustrator
In Design
Photo Shop
HTML
Dreamweaver
Microsoft Office
Miva Merchant

Familiar

Fireworks
Flash
Image Ready
iView Media Pro
Quark

REFERENCES

Available upon request

Freelance Designer
Creative Circle, LLC.
Seattle, WA
CreativeCircle.com

Graphic Designer
Kick Prints, Inc.
South San Francisco, CA
KickPrints.com
PlumDrama.com

Print & Typesetter
Kick Prints, Inc.
South San Francisco, CA
KickPrints.com

Freelance Design
Kick Prints, Inc.
South San Francisco, CA
KickPrints.com

Freelance Design
Wedding Paper Divas
Mountain View, CA
WeddingPaperDivas.com

Freelance Design
Stop AIDS Project
San Francisco, CA
StopAids.org

Photo Technician
M.P.G. Newspapers
Plymouth, MA
WickedLocal.com

SUMMARY OF SKILLS

Experience in deadline driven environments. Incredible attention to detail, strong work ethic and exceptional organizational skills. A true problem solver. Instrumental in reorganizing cataloging systems to improve work flow and safely backup files.

EXPERIENCE

11 / 2010 to Present
Freelance Graphic Designer / Production Artist for agency clients.

03 / 2008 to 05 / 2010
In charge of the graphics & printing department of a wholesale personalized party favor company.

- Coordinated with our various retailers to develop new products & designs.
- Designed all promotional advertisements and emailers.
- Implemented a new method of cataloging designs expediting the typesetting process and minimizing mistakes.
- Managed 6 freelance designers producing hundreds of new designs to update our catalog and edge out our competitors.
- Refreshed the company's two main web sites, KickPrints.com and PlumDrama.com.
- Assisted in the research and development of 11 new products that are available now.
- Increased company revenue during recession by expanding our product catalog and updating product descriptions for search engine optimization on our retail site PlumDrama.com.

03 / 2007 to 03 / 2008

- Typeset & printed all daily orders under a tight deadline.
- Worked with customers to create custom, private label artwork.
- Saved company from a significant loss of revenue by managing orders and repairs while main printer was out of service.

03 / 2007 to 05 / 2010

- Create fun & unique designs for personalized party favors.

11 / 2007 to 02 / 2008

- Created new invitation designs for Wedding Paper Divas' Bridal Shower line.

11 / 2006 to 04 / 2007

- Updated and submitted print & web advertisements for the 2007 Dining Out for Life campaign.

12 / 2004 to 10 / 2006
Responsible for the pre-press production of 14 newspapers

- In charge of color correcting, restoring and sizing photos.
- Photographed newsworthy events and column mug shots.
- Designed logos for special events and ongoing series.
- Produced artwork for weekly columns.
- Created a photo archive for each newspaper.