

## WENDY ARNOLD

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Web site:

www.angelfire.com/mac/wendyarnold

## OBJECTIVE:

to obtain a designer's position where I can use my experience and creative problem solving skills to enhance the design and technical aspects of an openly imaginative, ambitious and quality driven team.

## PROFESSIONAL EXPERIENCE:

### FREELANCE/CONTRACTOR – PA, RI and VA

Art Director/Graphic Designer ° January 2001 to Present

- Consulted on individual business needs and marketing dept. startups
- Covered senior personnel vacancies, vacations and sick days
- Concepted, designed and produced – Web sites, brochures, advertisements, trade show booths, sell sheets, catalogs, letterhead, posters for consumer and business to business
- Performed digital photography and photo-retouching
- Organized staff, workflow, archiving of images and files (digital and hardcopy), quotes, vendor contact and client meetings

### MSM COMMUNICATIONS, INC. – Fairport, NY

Art Director ° April 2000 to January 2001

- Concepted, designed and produced – advertisements, sell sheets and data sheets, PowerPoint presentations and templates, point of purchase materials, brochures, web pages and promotional packets
- Photo-retouching
- Directed photoshoots
- Oversaw freelancers and interns

### ULTRALIFE BATTERIES, INC. – Newark, NY

Art Director/Coordinator ° May 1999 to April 2000

- Created an archival system for forms and sales materials
- Concepted, designed and produced – sales and technical literature (technical data sheets, sell sheets, brochures, and product application sheets), trade show booths, retail cell phone battery packaging, and annual reports
- Performed digital photography and photo-retouching
- Directed photoshoots
- Directed filming for promotional videos
- Coordinated and scheduled sales literature program with printing and PDF support for international sales team
- Created structure for existing web site
- Technical Support for 2 Macs

### KELLY MICHENER, INC. – Lancaster, PA

Art Director ° February 1997 to May 1999

- Concepted, designed and produced – a brand image for Jackson & Company's extensive drink and novelty lines; plastic milk containers and novelty packaging for Turkey Hill Dairy; advertisements, sell sheets, promotional packets, brochures, outdoor, posters, web pages, etc. for consumer and business to business; campaigns for pitches [new business and reviews]
- Photo-retouching
- Directed photoshoots
- Helped to create and implement a CD archival/reference system
- Technical Support for 10 Macs

### P.P.O. & S. – Harrisburg, PA

Art Director ° June 1996 to November 1996

- Designed and produced – corporate, state and charity organization advertisements, letterhead, brochures, newsletters, outdoor, annual reports and display booths
- Redesigned the Pennsylvania Department of Health Logo
- Helped edit and produce instructional and promotional videos/commercials

### ART COMMUNICATIONS SYSTEMS, INC. – Harrisburg, PA

Bindery Laborer ° May 1994 to January 1996

- Proofed blue lines
- Collated, folded and stitched magazines, books, and brochures
- Collated, punched and bound catalogs and manuals

### FRY COMMUNICATIONS – Mechanicsburg, PA

Layout Designer/Typesetter ° March 1995 to June 1995

- Designed newspaper advertisements
- Organized and laid out *The Guide* – a weekly newspaper publication individualized for eight regions of central Pennsylvania

## **CLIENTS:**

ABB, AllFirst/Allied Irish Bank/First National Bank of Maryland, American Canadian Caribbean Cruise Lines, APV, Arlon, Bausch & Lomb, B. Braun, ELCO, GPU, Jackson & Company, Jerr-Dan, Keystone Financial, Kodak, Merchants Overseas, Mid-Atlantic Heart Institute, Micro Electronics, Inc., New York Apple Growers Association, PCS One, Pennsylvania Apple Growers Association, Pennsylvania Department of Health, Pennsylvania Department of Transportation, Portabella Restaurant, Rob Pike Photography, Rollins, Sakonnet Boathouse, Sharpoint, Transmation, Turkey Hill, Ultralife Batteries, Wohlsen, etc.

## **TECHNICAL EXPERIENCE: (BOTH PC AND MAC PLATFORMS)**

Program knowledge consists of Quark XPress, Illustrator, Photoshop, DreamWeaver, ImageReady, PowerPoint, Freehand, PageMaker, Streamline, Indesign, Excel, Word, BBEdit, AutoCAD, Director, Painter, FrontPage, Toast, Adobe Acrobat (Distiller, Exchange, Reader and Writer), Debabelizer, FlightCheck, CorelDraw, Suitcase, ATM Deluxe, Master Juggler, Stuffit Deluxe, DropFTP, Fetch, Captain FTP.

## **EDUCATION:**

**ROCHESTER INSTITUTE OF TECHNOLOGY**, Rochester, NY  
Bachelor of Fine Arts – Graphic Design, February 1997

**HARRISBURG AREA COMMUNITY COLLEGE**, Harrisburg, PA  
Associates in Liberal Arts – Communications and Arts, May 1995

**PORTFOLIO AND REFERENCES AVAILABLE UPON REQUEST**