

Portfolio: [sandraschultzdesign.com](http://sandraschultzdesign.com)

904.687.9128

email: [sandra@sandraschultz.com](mailto:sandra@sandraschultz.com)



## DESIGN EXPERTISE

- Design and layout of long form documents, annual reports, brochures, catalogs, programs
- Solid typography design and layout skills
- Use of design principles and color theory
- Branding: Highly adept at solving design projects within existing branding guidelines. Design development of colors, fonts, graphics, and other elements for branding guidelines.
- Concept development and brainstorming via sketching, drawing, and digital comps process
- Visualize spatially and 3-dimensionally for conceiving and design development

## SOFTWARE KNOWLEDGE

ADVANCED/PRO

- INDESIGN
- ILLUSTRATOR
- PHOTOSHOP

ADOBE CC Creative Cloud suite and more

- Photoshop animations
- Adobe Express app
- AE/After Effects and Premiere Pro basics
- Web template CMS: Wordpress, Godaddy
- HTML/CCS basic changes to styles
- Canva: project exploration
- Multi-media InDesign/iBook design integration with Photoshop, video, and sound files
- SketchUp/Cad apps: dabbled/took classes
- Google docs/Google slides
- Keynote/Numbers
- MSOffice365: Powerpoint template design, MSWord formatting, Excel basics, Outlook
- Collaboration/Project management tools: MS Teams, Trello, Slack, Asana, Figma
- Asset management: SharePoint, DropBox, RedBooth, WeTransfer, Google/Apple drives, corporate/publishing internal proprietary apps
- e-Commerce site management/asset prep: Artnet, AskArt, RubyLane, Etsy shops, Yelp
- Adobe Acrobat 508 ADA Compliancy: Writeable/interactive forms for passing 508 web accessibility standards experience, plus meta data
- LMS systems: BlackBoard, Brightspace, Canvas, Adobe Education Exchange

Multi-disciplinary designer highly skilled at developing solutions for visual communication deliverables for print, digital space, and the built environment.

Adaptable, versatile, up-to-speed quickly. Pivot as needed. Deadline driven. Self-starter and self-directed. Software savvy and self-motivated learner. Organized. Process-oriented. Communicative project collaborator via remote apps or on-site.

## INDUSTRY EXPERIENCE

Extensive project experience across a broad range of industries; small scale to large scope projects- B2B and B2C. Experience working for agencies, corporate, design studios, or other client partners.

Architecture	Healthcare & Insurance	Medical services	Real Estate
Automotive	Hospitality & Luxury	Museum Signage	Retail & Restaurant
Banking & Finance	Interiors/commercial	Oceanography	Science
BioTech	Legal & Law services	Packaging/CPG	Software/Hardware
Gallery/Fine Art/Music	Marine/Yacht industry	Publishing	Tech industry

## STRENGTHS = DIVERSE DESIGN EXPERIENCE

- Advertising design and production: Create print and digital branded series or single run ads
- Digital asset design: website production and UI, email, presentations, digital file prep
- Social media: Ads, banners, headers, posts, promo's, sales, e-blasts, events, announcements
- Marketing and sales collateral: Print and digital materials: Salesheets, product sheets, case studies
- Editorial design: Page, regular feature, and section layouts, production, edits, proofing, advertorials
- Photoshop image compositing, masking, color correction, retouching, mockups, photomontage
- Print production: Template layout, edits process, color checks, preflight to final files, CMYK/RGB
- Illustration: Create digital vectors of logos, icons, images, graphics, and hand drawn illustration skills
- Information graphics/data visualization: Interpret, develop, and design/illustrate graphic solutions
- Built environment: Design signage projects, displays, details/fabrication drawings, site/floor plans
- Packaging/CPG: Conceiving, design development, die-line layout, line extension production

## EDUCATION

**Savannah College of Art and Design**  
Savannah, GA  
*Masters Degree Graphic Design*

**Platt College of Digital Design**  
San Diego, CA  
*Diploma Computer Graphics*

**Wayne State University**  
Detroit, MI  
*BFA Graphic Design*

Additional Undergrad:  
**Lawrence Tech Univ.**  
Interior Architecture  
**Univ. of Michigan**-Art  
Foundation/Building Const.  
**Wayne Community College**-2 year Foundation

## DESIGN CAREER EXTRAS

### AWARDS | RECOGNITION

- SCAD Artistic Honors Portfolio Fellowship Grant
- Show Us Your Stuff Winner - Paper Direct, Inc.
- San Diego Creative Show - Team Gold Award

### PROFESSIONAL MEMBERSHIPS

- AIGA.org
- Freelancers union.org

### PERSONAL DIGITAL CONTENT SITES

- Etsy e-Commerce vintage shop/Instagram account
- 3 Instagram accounts: Illustration/Collage/design. On-demand printing via Etsy Shop in progress

### PROFESSIONAL DEVELOPMENT

- Continual self-directed learning of design industry software techniques and best practices. Fluency in industry insights, techniques and practice as designer and design educator. Follow design trends/styles.
- Attend online Adobe certification workshops courses, and tutorials. Watch Udemy, YouTube, and LinkedIn design tutorials and certifications.
  - AutoDesk 3-D printing seminar
  - Adobe Education Exchange Data Visualization Course (10 hours certification in progress)
  - Exploring: Cinemagraphs, Adobe Fresco, Adobe Animate, UX/UI design theory, Figma trial

## EXPERIENCE

**ElevateServices.com** - Los Angeles, CA (global team) 11/2020 – 5/2022 (Contract remote)

Senior Graphic Designer/Art Director/Illustrator. Role was to help evolve new brand design and develop new materials and digital assets for marketing, sales, and corporate collateral needs while firm was midstream in a re-branding initiative.

- Created all new branded collateral, sales materials, and digital assets incorporating new brand elements from guidelines plus design of new standards
- Developed company master Powerpoint template designing solutions for graphics, text solutions and standards, colors, imagery, and info graphics
- Designed extensive vector information graphics and data visualization of business concepts and processes for both website and PPT presentations
- Designed layout templates of annual reports, white papers, forms, many sales sheets, and various PPT proposals for internal or external presentations
- Digital design included internal products site layouts, design specs, email signature graphics, newsletter items, social media announcements, icon design, digital ads, various website graphics, newsletter items, video cover graphics, and many more evolving assets as they arose.
- Instrumental on team design guidance for brand guidelines implementation and adherence, edits reviews, design revisions, design elements set up
- Remote communication, meetings, and project work with India team, US intern, West Coast Manager, and stakeholders via MS Teams/Outlook. Use of Sharepoint management of assets storage/retrieval while developing new naming system, organization, and processes along with Asana set up.

### Freelance Clients

**EHS Partners.com** - New York, NY 2014 to present (Remote per project as they arise monthly)

Art Director. Design and produce corporate B2B branded marketing and sales materials: case studies, newsletters, web and graphics assets, LinkedIn posts, logo design, and information data visualization graphics for print or digital and presentations.

**Floating Lotus Spa, Lost Art Gallery, Sea Spirits Gallery & Gifts, Thornebrook Mall** - St. Augustine/Gainesville, FL 2014 to present (Remote monthly)

Graphic Designer/Art Director. Print, digital and social media advertising design for 1 to 5 regional publications monthly (25 varying publications over this time period), web asset prep, web design consulting, price lists, flyers, brochures, pamphlets, announcements, storefront signage, fabric banners, logo design, product photography and styling, retouching and color correcting.

## PREVIOUS WORK EXPERIENCE

**Detroit School for Digital Technology** - Detroit, MI 8/2019 – 2022 On-site/online adjunct instructor in graphic design program of design principles and practice while developing real world projects using Adobe CC software.

**One10Marketing.com** - Troy, MI 4/2019 – 4/2020 Collateral design, production, digital asset prep, edits, web banner design, Powerpoint and sales print materials for auto accounts Subaru, Toyota, Nissan, and event presentations for internal or external clients. Remote, on demand.

**DickinsonWright.com** - Detroit, MI 10/2018 – 3/2019 Design of law firm collateral, marketing, monthly print and digital advertising design for multiple national publications, digital asset design, logos and icon design, Powerpoint presentations, and special brochure projects for firm and individual attorney initiatives. Use of Trello for project management. (8 month position on-site)

**Additional Contract or client** - Detroit, MI metro area 2017-2019

- Tilt Agency - Birmingham, MI (via Creative Circle®) Design and production on Meridian Healthcare marketing print and digital materials/on-site
- Skidmore Studio - Detroit, MI (via CC) Packaging production on new Inspired Organics food brand/mostly remote via Slack/5 months
- Colliers International - Southfield, MI (via CC) Real estate Powerpoint presentations, site plans, floor plans, sales booklets, sales charts/on-site
- Fruchtmann Marketing - Toledo, OH (via CC) Jewelry catalog page concept layouts for external client approval/remote
- Thornebrook Village Mall - Gainesville, FL Brochure design, site plan illustration, map, logo design proposals, signage proposals/remote
- Italian Film Festival USA - Detroit, MI Pro Bono work: National poster designs for the 2019 and 2020 free film festivals/remote

## PAST CLIENTS

Florida Blue HQ (Blue Cross Blue Shield)	LBC Real Estate Marketing/Cannon Advertising	Scripps Institute of Technology/UCSD
Tree of Life/Kehe Foods	Bank Atlantic HQ	Design Point Interior Design
GL Homes Real Estate Development	Bahama Vacations & Breezes Resorts	Crain Communications
JES Publishing-Boca Raton Magazine	CB Richard Ellis Boca Raton	Crain's Detroit Business
Showboats International Magazine	SIRS Mandarin Software	Monthly Detroit Magazine
Curran & Connors Annual Reports	San Diego Museum of Art	Metro Times Newspaper
Seta Corp-Palm Beach Jewelry Catalogs	Weiber Nelson (Harmon) Design EGD	Malak Associates Architects