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SOFTWARE SKILLS

ADOBE CC 2021/22

EXPERT/ADVANCED LEVEL

INDESIGN
ILLUSTRATOR
PHOTOSHOP

TECHNICAL APPS FOR BUSINESS

- **MSOffice:** Powerpoint presentations, MSWord formatting, Excel, Outlook, Teams
- **CMS asset management apps:** SharePoint, Trello, Slack, Asana, RedBooth, DropBox, WeTransfer, Google drive, and other internal corporate proprietary CMS systems
- **LMS systems:** BlackBoard, Brightspace, Canvas, Adobe Education Exchange
- **Adobe Acrobat 508 ADA Compliance:** Writeable and interactive forms for passing 508 web accessibility standards
- **e-Commerce asset prep/management:** Artnet, AskArt, RubyLane, Etsy

SOFTWARE SAVVY

Working knowledge/dabbled in/explored

- InDesign multi-media (project)
 - AE/After Effects (small projects)
 - Adobe iBook Author (multimedia project)
 - HTML/CCS (changes/styles) basics
 - Some Premiere video basics
 - Adobe Muse web design (2 projects and Adobe Certification course)
 - Dreamweaver basics
 - Canva
 - Adobe Animate
 - Adobe Illustrator 3-D perspective
 - iPad pro pen apps: Sketch, Draw, Comp,
 - AutoDesk 3-D printing seminar
 - SketchUp • TurboCad
 - UX/UI theory course
 - Blogs: Wordpress/Google eBlog
- Self directed to continually learn new techniques and best practices with design industry software.*

- Attend online Adobe certification workshops and courses, Adobe tutorials, Udemy, Youtube, LinkedIn tutorials
- Exploring: Cinemagraphs, Adobe Fresco (was Sketch), Adobe Creative Cloud Express (was Spark)

PROFESSIONAL PROFILE

Highly skilled, multi-disciplinary, multi-talented designer with problem solving skills for visual communication deliverables for print, digital, or the built environment. Extensive project experience across a broad range of industries; corporate to consumer, small scale to larger scope projects. Adaptable, versatile, deadline driven, self-starter. Communicative team member, project collaborator, leader and mentor/teacher.

DESIGN EXPERIENCE IN THE FOLLOWING AREAS

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

PROFESSIONAL COMPETENCIES

- **Social media asset design and production:** online/site advertising or promotions for LinkedIn, Facebook, Pinterest, Yelp, Instagram
- **Digital/Web asset design and prep:** banners, headers, side bars, icon or widget graphics, e-blasts, e-vites, announcements, email graphics, website template updates
- **Advertising design:** branded print or digital; full page glossy to newsprint, advertorial, classified, digital ads, digital banners, posts, headers, leaderboards, display, OOH
- **Design for internal or external stakeholders:** interpret branding standards/guidelines for collateral. Branding development, guidelines development, design branded templates
- **Marketing collateral and other print work:** newsletters, direct mail, flyers, posters, promotional items, rack cards, sell sheets, spec sheets, site banners, signs, and more
- **Editorial:** magazine layout, long-form multi-page layouts; catalogs, booklets, books, brochures, annual reports, white papers
- **Illustration:** digital vector or hand drawn, concept sketching for design: multiple styles and techniques
- **Information graphics:** visual illustration of business concepts, charts, graphs, site plans, floor plans, interior elevations, detail drawings, 3D visualization illustrations, technical illustrations. Includes: vector logo design, icon design, buttons, symbols, apps, widgets design
- **Packaging/CPG:** design development, dieline layout, line extension production, digital mockups, logo design, color specs/materials
- **Photoshop image manipulation:** retouching, photo montage, compositing, color correction, product photography, photo styling, digital mockup development. Banner animations.
- **Print production work:** preflight, proofing, revision editing and markups. Diligent with pdf edits, seeing errors and tracking changes
- **Remote work:** very experienced since 2014. Highly communicative via e-mail or CMS
- **Marketing savvy:** entrepreneurial thinking in developing ideas and seeing business marketing opportunities
- **Design thinking:** Curious, continual learner. Research oriented per project. Follow design trends, artists, and pop culture for relevancy as designer and educator

EDUCATOR/PROFESSOR

Detroit School for Digital Technology
Detroit, MI
Online 2021
Classroom 2019-2020

Southern New Hampshire University
Manchester, NH
Online 2017

Flagler College
St. Augustine, FL
Classroom 2009-2016

Platt College of Digital Design Advertising Arts College/La Jolla/Ai
San Diego, CA -1990s
La Jolla, CA -1990s

EDUCATION

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

Platt College of Digital Design
San Diego, CA
Certificate in Computer Graphics-300 hours

Wayne State University
Detroit, MI
BFA Graphic Design

Other Undergrad:
Lawrence Technological University - Interior architecture courses
University of Michigan Dearborn/Ann Arbor Architecture courses



ElevateServices.com - Phoenix, AZ and global 11/2020 – 5/2022 Contract remote full-time, then part-time 6 months
Hired as senior graphic designer to evaluate, incorporate, design and develop new standards and templates for collateral, sales materials, Powerpoint presentations, annual reports, white papers, website graphics, email graphics, newsletter posts, and other marketing requests while midstream in firm re-branding initiative. Developed and produced extensive information graphics in Adobe Illustrator of firm business concepts for website and business presentations. Brand guidance, implementation, and design revision reviews with India team, US intern, and West coast manager via Teams app, Outlook, and Sharepoint CMS.

EHSPartners.com - New York, NY 2014 to present/remote part-time per project as they arise/varies per month
Corporate branded marketing, sales materials, collateral design, newsletter layout, edits, web assets, logo design, and production for print or digital.

Regional Retail Clients - St. Augustine/Gainesville, FL 2014 to present/remote projects, occasional 1-2 ads per month
Monthly advertising design, print and digital media design, web asset prep, web design consulting, storefront signage and banners, logo design, product photography and styling for: The Floating Lotus Spa, Lost Art Gallery, Sea Spirits Gallery and Gifts, Renaissance Fine Art Appraisals.

Detroit, MI Nov. 2017 - Apr. 2020 (Due to Covid lockdowns, moved south when all jobs ceased)

- **Detroit School for Digital Technology. DSDT.edu** 2019 – 2021

Graphic design instructor, Adjunct/part-time. Taught design projects and concepts and illustration to 6-10 students. Also included marketing design projects: school catalog, brochure, handbook conceptualizing and layout.

- **One10Marketing.com** - Troy, MI 2019 – 4/2020 "On Demand" (their term) designer/remote part-time

Design, production, edits, asset prep, web banner design, Powerpoint presentations and sales print materials for Subaru, Toyota, Nissan, National Parks, travel accounts, and other internal or external Fortune 500 clients.

- **Various Client Work 2017 - 2019** (Hired through Creative Circle (CC) or client initiated)

- Skidmore Studio/Detroit, MI (via CC) Packaging production on Inspired Organics products/mostly remote via Slack app/5 months
- Colliers International/Southfield, MI (via CC) 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, logo design proposals, signage proposals, site plan illustration/remote
- Italian Film Festival USA/Detroit, MI National Poster design for the 2019 and 2020 film festivals. Pro Bono work/remote

DickinsonWright.com - Detroit, MI 10/2018 – 3/2019 - 8 month fill-in position on-site

Design of law firm collateral, marketing, print and digital advertising, digital assets, Powerpoint presentations, logos and icon design, and special projects, for firm and individual attorney initiatives. Contracted through Corporate Recruiters, Inc, Troy, MI.

Design Work and Teaching St. Augustine, FL 2008 – 2017 (moved to Michigan in Nov. 2017)

While teaching graphic design and completing my Masters degree I also worked on projects for various clients listed below. I also worked as fine art gallery sales consultant and in-house graphic designer a few days a week to be involved in fine art and art history

Clients Included:

- EHS Partners, LLC - Corporate branded marketing materials (began remote work in 2014 to present)
- Florida Blue Foundation and Medicare Division (via CC) - Annual reports, seminar catalogs and booklets, 6 Bi-Lingual Medicare catalogs
- Dessert First Bistro Cafe - Interior branding, signage design, retail advertising, marketing, menu design, branded materials concepts and design
- Lost Art Gallery - Design of event, promotional, advertising materials, signage, for print and web sales. Also, on-site fine art gallery sales and customer service, art appraisal research, client purchase negotiating and client prospecting for art sales.
- Majority Strategies - Political campaign marketing materials, brochures, ads, digital/web graphics, web ads and banners (6 months on-site)
- LBC Marketing/Cannon Advertising (via CC) - Site plans, floor plans, sales brochures, logos, for real estate community developments (on-site)
- Bank Atlantic (via CC) - Direct mail, advertising, flyers and other materials for corporate banking marketing services (on-site)

Flagler College - St. Augustine, FL 2009 – Dec. 2016

Adjunct professor in graphic design. Taught design studio courses while demonstrating Adobe Creative Suite CC software to complete design industry relevant techniques via vector, raster and desktop publishing projects. Leadership and mentoring role, syllabus/curriculum preparation, LMS system and uploading of supplemental learning materials to enhance courses and student learning outcomes. Typical class size 16-18 students.

Florida Blue (Blue Cross Blue Shield) - Jacksonville, FL 8/2008 – 6/2011

Senior Graphic Designer. Full time in house. Created corporate branded marketing, advertising, and sales materials related to health care insurance market. Developed presentations, logos, event graphics, banners and other projects for new initiatives. Used Sharepoint CMS. Tight HIPPA laws. Adobe Acrobat and InDesign Government 508 Compliancy document set up. In 2011-2013 went to remote freelancer for 2 internal divisions; FB Foundation and Medicare. Designed 6 Bi-lingual Medicare catalogs, annual reports, seminar event catalogs, specialty booklets and brochures.

Tree of Life, Inc. (Now KEHE Distributors, Chicago) - St. Augustine, FL 2006 – 8/2008

Senior Graphic Designer-Full-time - Packaging design and promotional materials.

Marketing, sales and package design/CPG for Tree of Life® brands, private labels, and national food brands in the natural and organic market. Packaging concepts from briefs, die-line layout, line-extensions, product photography and styling, brochures, flyers, sell sheets, shelf talkers, advertising, newsletters, in-store signage, marketing materials for internal and external clients. Brands: Reese, Mi-Del, Bonne Maman, Colman.