



www.sandraschultzdesign.com

904.687.9128

email: sandra@sandraschultz.com



SOFTWARE SKILLS

Adobe CC 2020

EXPERT/ADVANCED LEVEL

INDESIGN
ILLUSTRATOR
PHOTOSHOP

TECHNICAL SKILLS

- Social Media asset design: Online advertising, Facebook, Pinterest, Instagram, Yelp, LinkedIn
- Web asset prep, template layout and updates: GoDaddy, Wordpress, Squarespace, Adobe Muse
- CMS/project management: Trello, Slack, SharePoint, RedBooth, Drop Box, WeTransfer, Google Drive
- MSOffice: Powerpoint presentations, MSWord formatting, Excel, Outlook
- e-Commerce asset management: Artnet, AskArt, RubyLane, Etsy, etc.
- LMS systems: BlackBoard, Brightspace, Canvas, and other internal or corporate proprietary systems
- Adobe Acrobat Pro: Writeable and interactive forms for passing 508 Compliance web accessibility

OTHER SOFTWARE

Working knowledge using the following:

- InDesign multi-media (project)
- AE - After Effects (small projects)
- Adobe iBook Author (Media project)
- Adobe Muse web design (2 projects & Adobe Certification course)
- Dreamweaver basics
- Some HTML/CCS (changes)

Continually learning new techniques and best practices with design industry software and integrating new media.

- Attend online Adobe certification workshops & courses, Adobe tutorials, Udemy, Youtube & LinkedIn tutorials
- **Exploring:** Adobe Spark, Cinemagraphs, Canva, Illustrator 3-D perspective techniques, iPad pro apps Adobe Sketch & Draw, Comp, Paper, AutoDesk 3-D printing, Sketchbook, SketchUp, TurboCad, Animate, UX/UI theory

PROFESSIONAL PROFILE

Highly adaptable and versatile team member, project collaborator, and mentor, with design skills in creating solutions for visual communication deliverables for print, the digital space, or the built environment. Project experience across a broad range of industries, corporate to consumer, from small scale to large scope installations.

DESIGN EXPERIENCE IN THE FOLLOWING AREAS

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

PROFESSIONAL COMPETENCIES

- Advertising design and layout: Print or digital; full page glossy to newsprint, advertorial, classified, digital ads, digital banners and headers, display signs, OOH
- Art Direction/Creative Direction, leading and mentoring and project management
- Design for internal or external stakeholders per branding standards and guidelines. Branding development, guidelines, layouts.
- Digital assets: banner and side ads, headers, icon or widget graphics, e-blasts, e-vites, announcements, asset preparation of elements for web or e-commerce sites
- Editorial layout, long-form document text layout; catalogs, newsletters, booklets, books, brochures
- Illustration and sketching: hand drawn or digital, multiple styles and techniques
- Information graphics and illustration, charts, graphs, site plans, floor plans, interior elevations, detail drawings, 3D visualization illustrations, technical illustration
- Logo design, icon design, buttons, symbols, apps, widgets, etc. design development
- Marketing collateral and other print work: annual reports, catalogs, direct mail, flyers, posters, promotional items, rack cards, sell sheets, spec sheets, banners, signs, and more
- Marketing savvy with entrepreneurial thinking in developing ideas and seeing business marketing opportunities.
- 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, development of digital mockups
- Print production work, preflight, proofing, revision editing and markups. Diligent with edits, seeing errors and tracking changes
- Remote work: very experienced since 2004. Highly communicative via e-mail or CMS
- Self-starter. Research oriented. Responsive and communicative. Hands on. Deadline oriented. Follow trends and design and pop culture to be relevant designer and educator along with learning software techniques

EDUCATION

Savannah College of Art & Design (SCAD)
Savannah, GA
Masters Degree
Graphic Design
2014

Platt College of Digital Design in San Diego
Certificate in
Computer Graphics
Adobe software, 3-D,
intro QuarkXpress

Wayne State University
Detroit, MI
B.F.A. Graphic Design
Fine arts foundation,
typography, illustration,
interior design, industrial
design, art history

Other Undergrad:
Lawrence Technological University - Interior architecture courses
University of Michigan Dearborn & Ann Arbor
Construction courses
Art foundation courses

PROFESSIONAL DEVELOPMENT

Adobe Education Exchange
Data Visualization
10 hours certification
(In progress)

TEFL Certification
Teaching English Foreign Language - 120 hours
November 2019

Language Courses
Italian-Level 1-2019
Dante Aligheri Society
Spanish-Levels 1 & 2
2018-2019

Memberships
AIGA - Aiga.org
Design Core
designcore.org

Sandra Schultz Design 2003 to Present – Design for a variety of clients in a per project or ongoing capacity. Remote and on-site as needed.

EHS Partners, LLC - New York, NY 2014 to present/Remote client part-time
Corporate branded marketing, sales materials, collateral design, layout, edits, web assets, logo design, and production for print.

Retail Clients - St. Augustine/Gainesville, FL 2014 to present/Remote projects - occasional
Monthly advertising design, print and digital media design, storefront signage and banners, logo design, web assets and web design consulting for the following: The Floating Lotus Spa, Lost Art Gallery, Sea Spirits Gallery & Gifts, Renaissance Fine Art Appraisals.

Detroit School for Digital Technology (DSDT) - Detroit, MI 2019 to April 2020/evenings part-time Adjunct
Graphic design instructor. Also included marketing design projects: school catalog, brochure, handbook concepting and layout.

One10 Marketing - Troy, MI 2019 to April 2020 Remote hire part-time/ "On Demand"
Design, production, edits, digital asset prep, branded web banner design, Powerpoint presentations and sales print materials for Subaru, Toyota, Nissan, travel accounts, and other Fortune 500 external clients.

Dickinson Wright Attorneys - Detroit, MI 10/2018 - 3/2019 - 8 month fill-in position on-site
Design of collateral and special projects, print and digital advertising, digital assets, Powerpoint presentations, logos and icon design for law firm and attorney initiatives and marketing materials. Contracted through Corporate Recruiters, Inc, Troy, MI.

2017 - 2019 Client Projects

- Italian Film Festival USA/Detroit, MI National Poster design for the 2019 and 2020 film festivals. Pro Bono work
- Fruchtman Marketing/Toledo, OH (via Creative Circle) Jewelry catalog page concept layouts for external client approval - remote
- Newman Hawkins Legal Search/Troy, MI Digital holiday card design - remote. Client contacted me via LinkedIn
- Thornebrook Village Mall/Gainesville, FL Logo design, brochure design, signage proposals, site plan map illustration - remote
- 826 Michigan/Detroit, MI Program flyer designs (2). Pro Bono work for national student tutoring center chapter
- Tilt Agency/Birmingham, MI (via Creative Circle) Various medical print production and layout. Web banners, direct mail, Photoshop work
- Skidmore Studio/Detroit, MI (via Creative Circle) Packaging production on Inspired Organics product line via SLACK collaboration - 5 months
- Colliers International Real Estate/Southfield, MI (via CC) Powerpoint presentations, site plans, floor plans, sales booklets updates, sales data chart

Sandra Schultz Design (& Educator) St. Augustine, FL 2009 – 2017- moved to Michigan in Nov. 2017

While teaching graphic design (2008-2015) and completing my Masters degree (2014), I also worked on projects for various clients listed below. I also worked as fine art gallery sales consultant & in-house graphic designer (2014- 2017) a few days a week to be involved in the fine art world.

Clients Included:

- EHS Partners, LLC - Corporate branded marketing materials (began remote work in 2014 to present)
- Florida Blue Foundation and Medicare Division - Annual reports, seminar catalogs and materials, booklets, six 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, product photography and styling 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.

Additional work:

- Majority Strategies - Political campaign marketing materials, brochures, ads, digital/web graphics, web ads and banners (6 months on site)
- LBC Marketing/Cannon Advertising - Site plans, floor plans, sales brochures, logo design for real estate community developments (on site)
- Bank Atlantic - Direct mail, advertising, flyers and other materials for corporate banking marketing services (bank has since closed-on site)

Flagler College St. Augustine, FL 2008 – Dec. 2015

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, then remote projects as freelancer for 2 internal divisions, Foundation and Medicare (2011-2013)
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. Designed 6 Bi-lingual Medicare catalogs, annual reports, event catalogs, specialty booklets and brochures. Sharepoint CMS. Tight HIPPA privacy. Adobe Acrobat and InDesign Government 508 Compliancy document set up.

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

Senior Graphic Designer-Full-time - Packaging & Marketing

Marketing, sales and package design/CPG for Tree of Life® brands, private label, 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.