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## EXPERT/ADVANCED LEVEL

ADOBE CC 2022  
INDESIGN  
ILLUSTRATOR  
PHOTOSHOP

## OTHER SOFTWARE

*Project working knowledge*

- PSD small animations
- AE/After Effects (small projects)
- Adobe iBook Author (multimedia project)
- HTML/CCS changes/styles, basic upkeep
- Wordpress/template sites basic upkeep
- Some Premiere pro video basics
- Dreamweaver basics
- Canva-dabbled in to figure out project
- Adobe Illustrator 3-D perspective project
- InDesign multi-media (MA Grad project)
- Adobe Muse web design (2 projects and Adobe Certification course)
- iPad pro pen apps: Sketch, Draw, Comp
- AutoDesk 3-D printing seminar
- SketchUp dabbled with projects
- Google eBlogs set up/learning
- e-Commerce asset prep/management: Artnet, AskArt, RubyLane, Etsy stores, Yelp

*Continual professional development of techniques, methods, and best practices with design industry software.*

Recent/current explorations:

- Adobe Photoshop animation projects (2)
- PremierPro Adobe refresh course
- Attend online Adobe certification workshops and courses, Adobe tutorials, Udemy, Youtube, LinkedIn design tutorials
- TurboCad courses (2) for familiarity
- Exploring: Cinemagraphs, Adobe Fresco (was Sketch), Adobe Creative Cloud Express (was Spark), Adobe Animate, UX/UI theory Adobe course

## APPS FOR BUSINESS

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

## PROFESSIONAL PROFILE

Highly skilled, multi-disciplinary, multi-talented designer with problem solving skills for visual communication deliverables for print, digital, and the built environment.

**Extensive project experience across a broad range of industries; corporate to consumer, small scale to larger scope projects in agency setting, small studio, corporate, or internal marketing.**

Adaptable, versatile, deadline driven, self-starter and self-directed learner. Communicative team member, project collaborator, leader and mentor/teacher. 8 years of remote design experience. No job too small. Can jump right in and start on design projects.

**Research oriented. Conceptualizer. Sketcher. Brainstormer. 3 dimensional visualizer. Design trend watcher for relevancy and as design student educator. Design software technique explorer. Tech savvy. Marketing savvy. Entrepreneurial thinking. Mixed media fine artist.**

## INDUSTRY EXPERIENCE

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

## DIVERSE DESIGN EXPERIENCE

Strength: Diversity of project experience in design problem solving and deliverables.

- Social media asset design and production
- Digital/web asset design and prep
- Advertising design print and digital
- Marketing and sales collateral
- Editorial and long-form doc layout
- Illustration in digital vectors or hand drawn
- Information graphics and data visualization
- Packaging/CPG: design to dieline layout
- Photoshop image manipulation/compositing
- Print production: preflight to template layout
- Branded materials adherence to new specs
- Cross channel: Social media to site to print

## TEACHING

Led graphic design lessons as adjunct instructor in tandem with contract positions or client projects.

**Detroit School of 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**  
San Diego, CA  
**Advertising Arts College/La Jolla/Ai**  
La Jolla, CA

## EDUCATION

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

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

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

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

## PROFESSIONAL DEVELOPMENT

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

**TEFL Certification**  
Teaching English as Foreign Language - 120 hours  
November 2019  
Certificate

**Language Courses**  
Italian-Level 1, 2019  
*Dante Aligheri Society*  
Spanish-Levels 1 & 2  
2018-2019 *International Institute Detroit, MI*

**Membership**  
AIGA  
*Aiga.org*



**ElevateServices.com** - Phoenix, AZ and global team 11/2020 – 5/2022 Contract remote full-time, then part-time 6 months  
Role as senior graphic designer was to evaluate, recommend, incorporate, and develop and layout new designs for marketing requests. Created branded standards and new templates for collateral and sales materials, Powerpoint presentations, annual reports, white papers, graphic posts for website, email, newsletters, ads, icon design, internal products branding layouts and recommendations, and many other project requests while midstream in firm re-branding initiative. In addition, using Adobe Illustrator, developed and designed extensive information graphics data visualization of business concepts for website and business presentations. Brand guidance, implementation, and design revisions and edit reviews with India team, US intern, and West coast manager via Teams, Outlook, and Sharepoint CMS file management and naming set up, plus Asana app use introduction.

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

**Regional Retail Clients** - St. Augustine/Gainesville, FL 2014 to present/remote projects, occasional 1-2 ads per month  
Monthly print advertising design and digital social media ad 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, theory and concepts and digital illustration to 6-10 students of various levels and ages (Vets and returning). Also included marketing design projects: school catalog, brochure, handbook concepting and layout draft.

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

Design, production, edits, digital 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, logos and icon design, Powerpoint presentations, and special projects for firm and individual attorney initiatives. Use of Trello for project management and timelines. Hired via 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 part-time as fine art gallery sales consultant and in-house graphic designer to be involved near art and art history as a personal interest.

**Clients Included:**

- EHS Partners, LLC - Design of corporate branded marketing and sales materials: newsletters, sales sheets, logos, digital assets, and more
- Florida Blue Foundation and Medicare Division (via CC) - Annual reports, seminar catalogs and booklets, and 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. Adobe Acrobat and InDesign Government 508 Compliancy document set up. For 2 years worked as remote freelancer for 2 internal divisions; FB Foundation and Medicare and 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.