

Paula Geiger

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www.get-busy-living.com

Professional profile

Heart, determination and positivity to every one of my projects with a diligence to surpass expectations. Efficiency, productivity and accuracy are my goal in the design experience and marketability of a product or service. While maintaining an exceptionally upbeat attitude, my passion to succeed is evident. I have an ability to handle multiple projects while paying attention to detail. You'll even find a creative and fun activity at the end of my resume. It'll be hard to resist the buzz!

Education

Website: www.get-busy-living.com

Bachelor of Fine Arts

Eastern Michigan University

Major: **Graphic Design**

Minor: Communication

Google/Coursera

UX Design Certificate

Programs

Creative Cloud

Illustrator

InDesign

Photoshop

Premiere Pro

After Effects

Adobe XD

Figma

Microsoft

Publisher/Word

Power Point

Excel

Other

Access

QuickBooks

Sage

SAP

HTML

Infor

CSS

What's the buzz?

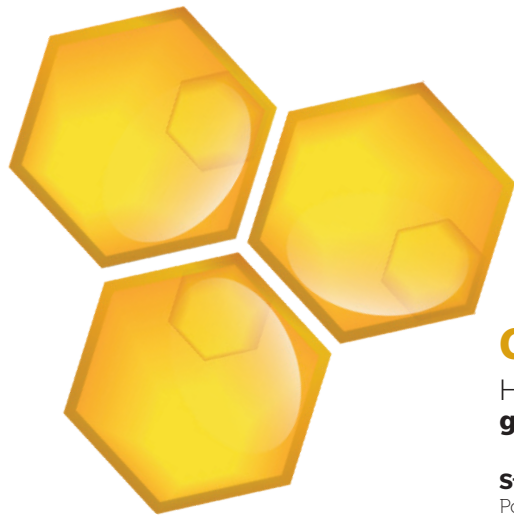
So why the bee and the honeycomb? There's a famous movie which has a line of 'get busy living or get busy dying'. Those are our choices and I choose to make the best out of life. This is how I have forged through many tough challenges. The world of busy bees brings imagery to this phrase with a texture of warm sweetness. Bees are hard-working yet the most underestimated essential creature. These simple qualities embody my perseverance and work ethic. Get busy living!

Performance and achievements

- Managed, maintained and developed the corporate brand of US headquarters for German family-owned business.
- Executed all marketing aspects of nine business units and internal corporate communications for eight locations.
- Involved with UX Design process by creating personas, empathy maps to user journey maps gaining insight of user.
- Conducted user research, competitive audits, as well as created problem statements and crazy eight sketches.
- Created designs in wire-framing, low fidelity prototypes and continued iterating on high fidelity prototypes.
- Conducted usability studies to further iterate and refine prototypes to gain insight on user pain points.
- Participated in brainstorming sessions for studio projects, sketching ideation and compiling data from research.
- Collaborated with production and project management to implement a trial print method to reduce cost and time.
- Advocated with engineers and 3D designers to generate creative ideas for strategic and cost effective design for RFP.
- Enacted design elements from the Creative Director and discussed alternative ideas.
- Transformed all creative assets to incorporate new brand standards in all segments and shows.
- Met all production deadlines with accurate final assets and proactively monitored production schedule.
- Selected, edited and compiled necessary photography elements for client show space or media content.
- Created illustrations from client direction and logos for new products or events.
- Supplied necessary artwork for 3D designers for modeling and preliminary concept sketches for client approval.
- Continued to self-educate on new design techniques, concepts and trends with many challenging designs.

Design employment

J. Rettenmaier USA	9 mo.	Marketing Manager	Schoolcraft, MI
Czarnowski	2.5 yrs	Junior Graphic Designer	Farmington Hills, MI
Typographic Insight, Inc.	1 yr	Graphic Designer	Ann Arbor, MI
Spring Arbor Distributors	2 yrs	Graphic Designer	Belleville, MI
EMU: Office of Campus Life	1 yr	Graphic Designer	Ypsilanti, MI



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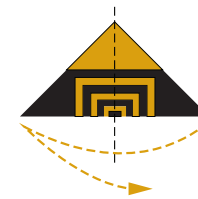
Go ahead! You know you want to!

Have some fun and make an origami bee following the steps below and **get busy living!**

Step 1: Use 3x3 paper or Post-it® note. Fold in half along diagonal middle.

Step 2: Fold in half and unfold.

Step 3: Flip over and fold up the bottom corners so the points meet at the triangle peak.



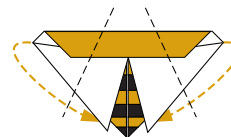
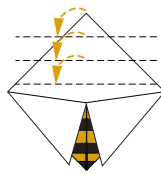
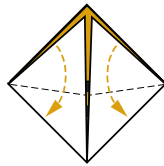
Step 4: Fold the two corners back down at a slightly wider angle than 45°.

Step 5: Fold down the top section into thirds with a slight gap from the middle..

Step 6: Fold back the sides to form the bee body.

Step 7: Fold the tips of the wings so the edge is less angular.

Step 8: Flip over and fold triangle tips parallel to edge to create feet.



Step 9: If paper is white, use a Sharpie® marker to color the head and stripes on the body.

Step 10: Get busy living!

