

Shelley Eichholz-Koon

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Summary (what I do)

Highly creative and multitalented art director and senior designer with extensive experience in corporate identity, branding, packaging, print collateral and advertising in the domestic and European Markets. Experienced in web, multimedia and trade show graphics.

Skills (how I do it)

Expert skills in Photoshop, Illustrator, In Design QuarkXPress and Dreamweaver. Experienced with DHTML, CSS, Flash, Director, Premiere Pro and Final Cut. Cross-platform and proficient on Mac or PC. Strong background in print production and the ability to take drawing board concepts to complete impactive branding packages.

Experience (where I have done it)

.....**Art Director/Designer** 04.05 to 06.08

Hubb Systems/Data911 . Alameda, California

- Visually positioned the company as a clearly defined leader in the public safety market.
- Increased sales leads by 400% in a two year period using print, web and tradeshow campaigns.
- Designed a solid branding package including brochures, print ads, tradeshow graphics and business stationery.
- Designed and developed corporate website.
- Authored, instituted and maintained the Corporate Style Guide.
- Provided art direction and styling for studio and location photography.
- Managed all aspects of printing from price negotiation to proofing and press checks.

.....**Freelance Graphic Designer** 04.02 to 04.05

Full-time, freelance design for print and web. Extensive contract to work in design and pre-press at Daily Graphics in Walnut Creek, California, to refine my understanding of printing techniques and mechanics

- Corporate branding
- Business cards and stationary
- Marketing postcard campaigns
- Product packaging
- Annual reports
- Newsletters
- Posters

.....**Art Director/Designer** 05.01 to 04.02

Oceanic/Aeris . San Leandro, California

- Created various marcom materials including brochures, price lists, posters, counter cards, light boxes, packaging and logos.
- Managed subcontracts for the marketing and advertising products including printers, photographers, engravers and silk screeners.
- Due to the heavy usage of prototype product in the photography shoots, I was able to utilize my extensive Photoshop skills in image correction to capture what the finished products would look like for inclusion in the company marketing materials.

.....**Marketing and Sales Manager** 02.95 to 04.00

Levi Strauss & Company . San Francisco, California

Managed the sales and marketing of the Docker's for Women and Dockers for Boy's off-price businesses, a combined 40 million dollar revenue.

Education

.....**Diablo Valley College** 08.92 to 12.04

Pleasant Hill, California

Extensive course work in fine art (all media), color theory, art history and filmmaking

.....**Silicon Valley College** 09.00 to 05.01

Walnut Creek, California

Completed coursework in the diploma program for Graphic Arts. Focus on design software packages (Adobe creative and web products, Lightwave 3D and video editing).

.....**UC Berkeley** 08.90 to 12.91

Berkeley, California

Course work in fine art commercial photography.