



JULIET BEER

**sr. graphic artist**

specializing in print and digital media

**objective**

consistently ensure an optimal clean and concise statement through design in order to attract customers and/or clientele to your business or sales.

CONTACT

**about** *I am a friendly, diverse and technically savvy individual with over 20 years experience in many facets of marketing art and visual design. My responsibilities include start to finish ad production, prepress diagnostics, signage/posters, billboards, banners, brochures, flyers, pagination, menus, magazines, layout art direction, typography, digital photography, web-ready art, social media art, mobile web application design, user interface and some web page design.*

- achievements**
- Reform and detangle company's online presence by providing art direction, consulting and media art creation. Since I've implemented this process, there has been an improvement of membership sign-ups.
  - 3+ advertising design award winner (2003 into 2004).
  - Outstanding achievement award (2004).
  - High rate approval and sales of speculative ad design(s).
  - Introduced and implemented full-page newspaper pagination, saving the company overtime hours on production days.
  - Personally implemented email ad proofing process to offset paper/courier costs within company.

**experience** **Graphic Artist/Marketing Associate - Labelsmith Inc., Sparks, NV**

- PRESENT**
- Help president/owner of company with online media and marketing.
  - Design product labels when needed; from food to medical supplies and more.
  - Prepare art for Flexo press plating.
  - Perform regular office duties when needed.
  - Manage projects and clients when owner(s) are away.

**2010 - Present** **Freelance Graphic Artist / Art Consultant**

- Produce mobile application buttons and promo images for clients in over 40 states.
- Produce graphics and art for use with mobile device market places and web.
- Guide and direct clients with graphics, social media and creative ideas for print and web.
- Create ads, print media, posters and brochures for clients.

**2013 - 2014** **Graphic Artist - Grand Sierra Resort, Reno, NV**

- Produce dynamic eye-catching campaigns for Casino; Individually or within a team environment.
- Design a multitude of print projects for on-property businesses such as menus, rack cards, flyers, brochures, business cards and back-lit posters.
- Signage creation for large banners, door decals and highway billboards.
- Prioritize and manage print bids from local printing companies on a daily basis.
- Create online digital media in several sizes to accommodate web site, social media, electronic property signage and in-room TV.
- Construct direct mail content on a weekly basis to send to thousands of Casino customers/members.
- Trained and guided new talent during employee turn-over(s).
- Managed projects and job jackets during employee turn-over(s).
- Install on-floor property signage on a weekly basis.
- Contribute to high priority marketing decisions with GM, VP and President of the GSR property.

**1993 - 2013\*** **Sr. Graphic Artist • Special Sections & Print Shop Feather Publishing Co., Inc., Quincy, CA**

- Develop (start to finish) ads, and magazine layouts for special edition advertising clients.
- Full telephone directory covers and ad design.
- Speculative advertising design with high-sell success rate.
- Maintain maximum quality and integrity of magazine products and print shop products.
- Special year-long project construction and design using all color facets and communication with clients.

*\*1993-2000 - Previous work within the same company.*

**Graphic Artist and Composing Supervisor - Newspaper Division**

- Supervise group of 3-4 Production Artists to uphold quality workmanship and deadlines, while introducing full news page pagination, saving the company time and money.
- Develop (start to finish) ads and magazine layouts for special edition advertising clients.
- Prepress and preflight maintenance and recovery.

- education**
- 1989-2008** **Web Writers Guild of America - Web and Multi-media Design - 2009 (certificate)**
  - Feather River College - Quincy, CA - AA in Liberal Arts (liberal studies)**
  - California College of The Arts - Oakland/San Francisco, CA (graphic arts)**
  - University of Nevada Reno - Reno, NV (graphic arts/psychology)**

**skills** *I have extensive experience with the Macintosh platform and operating system, as well as PC/Windows friendly. I have a bit of an IT side as well; I am very knowledgeable regarding software and operating system errors, and have been able to overcome these without needing any outside assistance.*

*Computer programs used regularly (but not limited to) include the Adobe Suite line of products - InDesign CC, Illustrator CC, Photoshop CC, QuarkXpress, Microsoft Word, Pages and many more. Others used less frequently include Dreamweaver CS6, Adobe Flash CS6 and Microsoft Excel. I can (and will) learn any new programs quickly if need be. I enjoy learning anything new in order to keep current with the fast-changing technology of today.*

530.518.6035 cell

julzgraphics4u@gmail.com  
www.julzgraphics.com  
facebook.com/JulzGraphics