

JULIE REA SMITH
503.703.2124
GRAPHIC DESIGNER

PO BOX 86706 PORTLAND, OREGON 97286

julie@adgirlsdesign.com ■ www.adgirlsdesign.com

PROFILE Creative, methodical, versatile, accomplished designer with nine years professional experience. Specializing in branding and print design. My goal is to be a part of a team where I can contribute, grow and produce effective, compelling communication materials.

WORK HISTORY

Sole Proprietor, Graphic Designer | Ad Girl Design | Portland, Oregon | 2000 and 2002 - Present

Designing diverse and visually attractive cost-effective marketing materials (newsletters, brochures, menus, identity systems, ads and more). Clients (past & present): Typhoon! Restaurants, Bo Restobar, Daedalus Cellars, Tripwire, Journal Graphics, Joyful Noise Childcare Development Centers, Canterbury Commercial LLC, Portland Office of Neighborhood Involvement, Partners on Demand, Portland Winter Hawks, Sympatico Bistro & Espresso, Swearingen Advertising, Twisted Vine.

Retail Advertising Sales Assistant | The Oregonian | Portland, Oregon | 2003-2006

Designed ads, created mastheads for special sections, and ad directory layout. Collaborated on the re-design of six ad directories in Homes & Gardens. Assisted Sales Representatives with ad placement and miscellaneous administrative duties.

Art Director / Graphic Designer | Swearingen Advertising Agency | Portland, Oregon | 2000-2002

Conceptualized and designed brochures, ads, newsletters, catalogs, identity systems, POP materials and updated web sites. Projects ranged from restaurant billboards to home furnishing catalogs. Art directed photo shoots. Clients: Rasmussen BMW, Buster's Barbecue, Astoria Chamber of Commerce, Silver Plume Imports, Cascade Pacific Council - BSA, Fleetwood Homes.

Graphic Designer / Production Assistant | Patti Herson Design | Portland, Oregon | 1999

Assisted with production and layout design of ads, brochures and identity systems. Clients: Cascade Pacific Council - BSA, Erickson Homes, Silver Plume Imports, Street of Dreams, White Bird Dance.

ACCOMPLISHMENTS & SKILLS

- Created cost-efficient fund raising marketing materials for Joyful Noise's annual United Way and Combined Federal Campaign that brought in 50% more revenue than the previous year
- Developed and designed an extremely popular guide to the Hawthorne Boulevard commissioned to increase merchant business that has been updated two times and has a third edition in the works
- Designed a "Pocket Picks" guide for Typhoon! Restaurants which became one of the most picked pieces and has been displayed on the publishers site www.pocketpicks.com
- Defined a gift store's identity and visually incorporated it into business cards, store signage, gift bags and tags, newspaper advertising and self-mailing promotional flyers
- Collaborated on the re-design of six ad directories in The Oregonian's Homes & Gardens weekly publication
- High degree of professionalism in tight deadline-oriented situations while managing multiple projects simultaneously with grace and humor
- Strong team player who performs equally well independently
- Excellent, effective oral and written communication and interpersonal skills

EDUCATION

Graphic Design Certificate
Pacific Northwest College of Art
Portland, Oregon 2000

Bachelor of Arts in Fine Art
Major: Art History; Minor: French
University of Oregon
Eugene, Oregon 1992

Certificat de Langue Française
University of Poitiers
Poitiers, France 1990

TOOLS

InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Flash, Quark XPress, MS Office, pre-press print production, HTML, photography. Macintosh and PC platforms.

REFERENCES

Gladly given upon request