

Overview

10+ years experience in print and digital design. Samples of work can be seen at www.chantal.ws

Professional Experience — Freelance & Contract (partial list)

1998 – Present | SF Bay Area

Agencies & Accts: Grey SF (Adobe), Modem Media (HP), Publicis Dialog (Sprint), Seismicom (Dreyers, San Disk)

In-house Depts: Baby Center, Banana Republic, BlueCoat, Urban Solutions, Wells Fargo, Workshare, Yahoo!

Print

- Designed various corporate marketing materials such as posters, trade booths and print advertisements.
- Participated in branding redesign by updating forms & sell sheets under new style guidelines.
- Art directed brochures, using imagery with sensitivity to diverse ethnicities.
- Created logo designs.

Digital

- Redesigned websites from initial concept to implementation, increasing visibility and strengthening corporate images.
- Redeveloped information architecture to better speak to clients' needs.
- Designed email templates, increasing visibility and sales.
- Created engaging PowerPoint presentations.

Management

- Lead client meetings, listened to wants and needs, and educated on digital and print capabilities.
- Created project timelines, managed client feedback and vendors to adhere to schedule.
- Assisted in market research by analyzing extensive focus group sessions.

Professional Experience — Full Time & Long Term Contract

Littler Mendelson | Senior Designer

2010 | San Francisco, CA

Littler is the largest U.S.-based law firm that exclusively represents management in employment and labor law matters.

- Designed and produced bi-annual summit invitations. Reduced costs by 20 percent, increased attendance by 60 percent.
- Redesigned and developed email templates. Decreased file size by 80 percent, increased performance by 80 percent.
- Managed internal clients, giving realistic timelines and high quality products.
- Managed print vendors with sensitivity to budget and sustainability.

Barclays Global Investors, aka BlackRock | Senior Designer

2009 | San Francisco, CA

BlackRock is a leader in the investment industry and one of the largest asset managers in the world.

- Created marketing materials and signage for Latin American annual training forum. Truncated project timeline by 30 percent, cut budget in half, and accommodated an extra 50 percent of deliverables.
- Collaborated with editorial staff to design and produce financial publications.
- Ensured brand consistency on all marketing materials.

Heller Ehrman LLP | Senior Designer

2007 – 2008 | San Francisco, CA

Heller Ehrman provided legal services to clients throughout the world. With 650 attorneys and professionals in the United States, Europe and Asia, it offered the full range of litigation, business and intellectual property capabilities.

- Designed and oversaw the production of print and digital marketing materials for entire international firm, from human resources to business development and internal communications. Materials produced in English and Chinese.
- Streamlined design and production of all materials for annual shareholder meeting. Cut entire project timeline and budget by 50 percent.
- Fostered teamwork to facilitate ease and speed of projects.

Media Live, aka CMP Media | Marketing Services Manager

2005 – 2006 | San Francisco, CA

CMP Media is a marketing solutions company serving technology, healthcare and lifestyles industries. It is a subsidiary of United Business Media, global provider of news distribution, with market capitalization of more than \$3B.

- Designed and oversaw the production of marketing materials for high-profile B2C technology conferences such as VoiceCon, Interop, Web 2.0, CTC, MBX. Project scheduled for up to three conferences at any given time.
- Executed campaign design overhaul for VoiceCon, contributing to a 25 percent increase in attendance and exceeding the revenue target by \$200K.
- Managed staff of two designers, mentoring design work and facilitating work flow with internal clients.
- Developed editorial style guide to promote consistency and improve work flow, cutting production time by 50 percent.
- Streamlined editing process by introducing the use of electronic proofing by all internal clients.

Young Presidents' Organization | Creative Services Associate

2002 – 2004 | San Francisco, CA

Tendo Communications | Designer

2000 – 2001 | San Francisco, CA

Cosmoz.com | Designer

1998 – 1999 | San Francisco, CA

Education

San Francisco State University—CEL

San Francisco, CA

- Various Multimedia Classes

University of Madrid

Madrid, Spain

- Master in Interactive Digital Technologies

Kendall College of Art and Design

Grand Rapids, MI

- BFA in Visual Communications

Computer Knowledge (OS X & Windows)

- Photoshop
- Illustrator
- Word
- InDesign
- PowerPoint
- Dreamweaver
- Flash
- HTML/CSS
- Fireworks
- WordPress

Languages

- English (native)
- Spanish (advanced)

Memberships & Volunteer Affiliations

- AIGA
- Inneract Project
- Taproot Foundation
- Toastmasters