



SHERDELLAH DESIGNS

PASSION

Connect and communicate. Visually connect people with each other through creativity, media, and graphic design.

EDUCATION

San Diego State University. Aug 1998 – May 2004. Bachelor of Applied Arts & Sciences Degree in Art, Emphasis in Graphic Design.

TECHNICALS

Fluent in MAC and PC Operating Systems. Adobe Photoshop, Illustrator, InDesign, QuarkXPress, Acrobat, Extensis, and MS Office. Basic Flash, Dreamweaver, CSS, HTML editing, and CRM programs.

AFFILIATIONS

BNI, Business Networking International. Hillcrest Chapter. Roles: Vice President, Membership Committee. July 2008 – Dec 2010. NGLP, New Generation Leadership Program. People's Church San Diego. Role: Advisor. March 2008 – June 2010.

REFERENCES

Available upon request.

DESIGN & WORK EXPERIENCE

SHERDELLAH DESIGNS | Freelance Graphic Designer. April 2009 – present day. San Diego, CA.

- Contract freelance graphic designer for local and national small to medium sized businesses, special events and community projects.
- Designing printed collateral, marketing materials, direct mailers, event essentials, company branding, logos and websites.
- Solely managing all details of production, resources, schedules, estimates, invoicing, client interaction and design solutions.
- Researching, balancing and implementing marketing efforts through business networking meetings and social media networks.

Select work:

Adrian & Betsy Gonzalez Foundation – *Benefit program designs, media backdrops, posters, flyers, tickets, and t-shirt designs.*

Gonzalez Sports Academy – *Branding, benefit events, logos, programs, invitation flyers, signage, bags and t-shirt design*

Joey Casora III, Professional Saxophonist – *Identity system, CD packaging, and special event posters.*

Kailani Blue, Skin Care Specialist – *Identity branding, business collateral, website, and marketing materials.*

Longwood University, VA – *Yearly Fall and Spring schedule cards for the various sporting teams and coaches.*

People's Church & NGLP – *Identity branding, stationery, programs, and special event flyers for church community.*

Prestigia Properties, Mortgage Broker – *Corporate identity, collateral, banners, signage and website design.*

San Diego Eye Bank – *Logo, branding, marketing promotional folder, collateral and special events postcards.*

State of Mind Marketing – *Company branding, business cards and on-going special event designs.*

Weddings & Events – *Branding, monograms, invitations, stationery systems, programs, menus, seating posters and essentials.*

ARTSHOP GRAPHICS & FARHEAP SOLUTIONS, INC. | Studio Manager & Graphic Designer.

Sept 2004 – Feb 2009. San Diego and Irvine, CA.

- Operation and management of San Diego satellite office and design firm, reporting to corporate company offices in Irvine.
- Managed team of designers and photographers, collaborating design steps and solutions for high end customers.
- Created corporate identities, print design, marketing collateral, and web ads for internal companies and outside clients.
- Designed multiple web product templates, uploaded, adjusted, and tested CSS and HTML in website's coding.
- Responsible for inter-company productions, marketing, networking efforts, which converted 95% curious leads into recurring design projects, then reciprocated 100% of business back into the partner printing company via sustaining client relationships.
- Administrative duties, created proposals, and fulfilled projects from start to finish.

IGNITE INTERACTIVE DESIGN | Intern Graphic Designer. March 2004 – May 2004. San Diego, CA.

- Carried out multiple client projects, designed, refined existing web sites, and developed brochures.

JUDESIGN | Intern Graphic Designer. Sept 2003 – Dec 2003. San Diego, CA.

- Collaborated information for multiple print collateral, optimized large painted renderings, built client mock-ups, reorganized electronic files and data, and executed thematic research for new identities.

SDSU SCHOOL OF ART, GRAPHIC DESIGN STUDIO | Graphic Designer. Sept 2003 – Dec 2003. San Diego, CA.

- Designed corporate branding and company collateral such as posters, logos, stationery, packaging, brochures, cover letters, café menus and invitations for SDSU Masters students and the Alumni Association.