



# 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.