

# Amy Davis

## COMPUTER SKILLS

Knowledge with Windows 2000-XP and Macintosh OS 10 using programs: Quark Xpress 6.5, Adobe Photoshop CS2, Adobe InDesign CS2, Adobe Illustrator CS2, Dreamweaver, Adobe GoLive CS2, Adobe Acrobat 7.0, Microsoft Office

## EXPERIENCE

### **Freelance Graphic Designer**

April 2005–Present

Designed original newsletters for Nonprofit clients in the Midwest. Created test packages for East Coast direct mail packages. Prepared photos for placement in direct mail materials.

### **Graphic Designer, Alaniz LLC**

September 2001–April 2005

Designed original direct mail packages for several non-profit organizations. Used existing artwork and original designs to produce full package mockups promoting Alaniz's specific capabilities to potential clients. Redesigned Alaniz LLC corporate logo, business cards and other promotional materials. Designed and authored website at [www.alanizdirect.com](http://www.alanizdirect.com). Produced short-run variable data direct mailings using Xerox Firey technology. Designed, edited and wrote copy for quarterly employee newsletter. Maintained a detailed library of client art, addresses and standard operating procedures to produce multiple versions of direct mail packages for one of the company's largest clients.

### **Marketing Design Specialist, Hawkeye Foodservice Distribution**

April 1999–September 2001

Designed and outsourced production of brochures, fliers, newsletters, and other marketing material. Altered the design of existing company logo to produce a more recognizable icon for truck and signage design. Designed, edited, wrote copy and took pictures for quarterly customer newsletter. Produced in-house variable data 100 plus page customer books for food shows twice a year. Produced multi-media rich power point presentations to be used at sales meetings. Hired talent to provide entertainment at customer appreciation pre-show parties. Assisted with developing yearly marketing themes, and then used the theme to design appropriate printed materials, giveaways, apparel and other marketing items. Planned theme and entertainment for company holiday parties.

### **Graphic Designer, Becker-Underwood, Inc.**

January 1998–July 1998

Designed, ordered and organized product labels and brochures for in-house art department. Managed and designed advertisements for placement in trade publications. Interacted with printers throughout the design process of each project. Managed multiple projects, and communicated with both salespeople and production in regards to the financial and creative needs of each project. Collaborated with salesperson and local video production company to direct and edit a video demonstration of a seed colorant process. Scanned photos and logos using a Hewlett-Packard DeskScan II. Sourced providers of clip art, photos and stock photography for use in product brochures and flyers.

## EDUCATION

BACHELOR OF ARTS, Summa Cum Laude, June 1997, Waldorf College, Forest City, Iowa

Major: Communications

Emphasis: Print Media

ASSOCIATE IN ARTS, Summa Cum Laude, April 1996, Waldorf College, Forest City, Iowa