early bird design

BETH WORMALD GONZALEZ

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EXPERIENCE

Freelance Graphic Designer Dallas/Austin • 15+ years - current

MANAGE PROJECTS FROM CONCEPT TO PRODUCTION

- **Develop marketing and branding for a variety of sectors:** *home technology, healthcare, food/beverage ,education, retail, water parks, water filtration, real estate, transportation*
- **Design:** *logos, business cards, brochures, promotional material, presentations, multi-page documents, packaging, direct mail, info-graphics, outdoor boards, book cover design, web banners, digital ads, digital renderings, social media graphics, digital billboards, PowerPoint presentations*
- **Collaborate with clients for creative outcomes**

Graphic Designer **Aquasana** Austin • recent on-site contract

EXECUTED DESIGN/PRODUCTION FOR REBRANDING PROJECT

- **Reworked company printed materials, packaging and digital content to align with new branding**

Senior Art Director /Art Director **The Integer Group** Dallas, TX • 6 years

ART DIRECTED PROMOTIONAL CAMPAIGNS

- **Designed for national brands** *Cingular Wireless, Cinnabon, Nokia, International Delight, 7-11*
- **Collaborated with creative and writer teams to create effective POS and POP campaigns**
- **Worked with account service**
- **Presented creative to clients**
- **Created and produced multi-element kits for promotional campaigns**
- **Managed junior art directors**

Art Director **DDB Worldwide** Dallas, TX • 1 year

- **Designed and produced elements for client** *American Airlines*
- **Developed catalog, poster and brochure layouts**

Art Director **Vitality Magazine** Dallas TX • 3 years

- **Handled page layout and ad design**
- **Retouched artwork**
- **Managed pre-press and production**
- **Attended press checks**

TECHNICAL SKILLS

- **Adobe Illustrator CC and Adobe InDesign CC:** *layout, design, typography, print production, pre-press*
- **Photoshop CC:** *design, image retouching, pre-press*
- **Pre-press and 4-color printing process:** *solid knowledge and experience*
- **Intermediate level French and Spanish**

EDUCATION

Trinity University *Bachelor of Arts, French / Communitcation*