

technology driven

e-marketing

creative guru

digitally focused

Elaine Young
graphic designer/web developer

b2b professional



R E S U M E

SUMMARY OF QUALIFICATIONS

Graphic/Web Designer

- 20 plus years experience working in graphic design, fine art & computer technology
- Highly skilled at producing graphic design solutions that meet client brand requirements & goals with significant impact on client audiences
- Heavy background in production and pricing for print media, working directly with production management teams. Pricing multi-million dollar contracts includes creative hourly rates for designer, production artist, photography, presentation through final print stage.

OBJECTIVE

To contribute to, or partner with a creative team of a marketing, advertising or creative organization as a senior creative consultant and designer, specializing in creating solutions for Logo (ID)/branding and development and other graphic design solutions for print, video and web.

PROFESSIONAL OVERVIEW:

Art Director of Hopscotch Communications - Feb. 2004 - Present / St. Louis, MO

CONTRACTED CREATIVE WORK FOR HIRE

Projects include providing creative solutions for organizations, marketing firms, advertising agencies and general businesses.

Design Projects Include: Website Development, Logos/Branding Packages, Brochures, Advertising Campaigns, Books, Newsletters, Business Packages, PowerPoint Presentations, Signage (Billboards, Building interior & exterior, Display/Tradeshaw, Stage, Fashion Show and Events), CD Packages, Video, Film Media, and many other media. Other services include monthly website management, social media package/page design, hourly creative consulting/brainstorm sessions and fine art services.

EDUCATION

Washington University - Bachelor of Fine Arts – Washington University – St. Louis, MO (Academic Scholarship recipient) MAJOR- Graphic Communications and Fine Art – 1977

Forest Park Community – Dreamweaver/Flash Web Development Courses – 2009-2010

Devry University – Financial Courses – Part of Masters Degree Program – 2012-2013

STUDENT ADVISOR Position

Florissant Valley College, St. Louis, MO – 2008 - Present

Teaching students software: (Adobe CS6 Suite) InDesign, Photoshop, Illustrator and general Graphic Design skills for the production of *The Forum*, student newspaper.

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Email: hopdezin@swbell.net



TECHNICAL SKILLS

Macintosh (or Windows) Advanced Level – Experience using and teaching CS6 Adobe Creative Suite (Photoshop, Illustrator, InDesign, MUSE, Dreamweaver - CSS Style sheets/HTML and Flash) Quark Express 9. Also work in Microsoft Office (PowerPoint, Excel and Word).

PREVIOUS PROFESSIONAL EXPERIENCE

MARITZ INC. – Fenton, Missouri: 1981 (Jan) – 2004 (Feb) - Art Director

Lead designer for Marriot Hotels, Avon, Motel 6, AT&T, Bell South, Centecor, Avaya, and In-house Corporate Training for Maritz Sales Team.

Managed creative projects by providing design solutions, pricing for client budgets and assisting in creation of timelines/work schedules working closely with production managers and project directors. Creative direction included working with team to develop creative concepts through production for print, video, display, and electronic (website) media. Included art directing photo shoots, meeting with clients and traveling to client destination as representative of creative team.

- Obtained repeat creative business for company renewing contracts valued at \$2-\$3 million each.
- Received numerous awards for outstanding creative contributions due to clients' repeated requests for positioning as Art Director for projects.
- Selected to represent company in community outreach capacity by serving as mentor, spokesperson, and career consultant, which provided greater community presence for Maritz.
- Assisted in training co-workers on MAC software, saving company time and development dollars.

Designer positions held before 1981:

SWANK MOTION PICTURES (Video & Film Business) – St. Louis, Missouri

CHRISTIAN BOARD OF PUBLICATION (Book Publisher) – St. Louis, Missouri

U. S. GOVERNMENT (Military Personal Branches Art Dept.) – St. Louis, Missouri

BROWN SHOE COMPANY – (Clayton) St. Louis, Missouri, Student intern while in College

MOST RECENT CLIENTS: (Alphabetical Order)

- Afro World (St. Louis, MO)
- Ajuma Organization (St. Louis, MO)
- Avery Young Films (Los Angeles, CA)
- Better Family Life, Inc. (St. Louis, MO)
- St. Louis African Arts Festival
- Bennos Buttons (Dallas, TX)
- Bobcat Event Management Company (St. Louis, MO)
- Bryan Young's Catering Kitchen (St. Louis, MO)
- Business Performance Company (Dallas, TX / St. Louis, MO)
- Denise Thimes (St. Louis, MO)
- Epics Counseling & Epics JR Foundation
- Gbenz Marketing Company (Dallas, TX)
- Jordan Community Development Corporation (Dallas, TX)
- League of Black Women (Chicago, IL)
- Mathews-Dickey Boys' & Girls' Club (Non-Profit) (St. Louis, MO)
- Messages of Empowerment Productions, LLC (Atlanta, GA)
- Mildred Thimes Foundation
- Personal Touches by Jeanetta (St. Louis, MO)
- REESSI, Inc. (Burgess, VA)
- The Art of Travel
- Youth & Family Center (St. Louis, MO)
- Ziyad Counseling (Chicago, IL)



WEBSITE DESIGN PROJECTS

90% of website clients also use design services for print & social media.



website is branded with marketing and social products)

www.reessi.com (also designed logos)

www.ajuma.org

www.businessperformanceco-llc.com (also designed logo)

www.stlafricanartsfest.com

www.leadershipjourneysllc.com (also designed logo)

www.epicscounseling.com (also designed logo)

www.ejnichols.org (also designed logo)

www.jordandcdc.org

www.bryanyoungscateringkitchen.com (also designed logo)

www.robbieshouseofjazz.com

www.pettingzoohaven.com (also designed logo)

