

# Laura Ancona

## SOFTWARE

<i>Adobe CS4</i>	Photoshop	Dreamweaver	Flash	Illustrator
<i>Microsoft</i>	PowerPoint	Outlook	Word	Excel

## SKILLS

- Highly skilled in print identity design, including marketing collateral, stationery systems and logo design
- Experienced in high-quality multi-page document layout design, plus magazine and book cover design
- Proficient with the design of outdoor media and signage
- Highly trained and experienced in interactive web design, accompanied by a working knowledge of both HTML and Action Scripting
- Advanced in classical and digital vector illustration
- Team player as well as promoter of interdepartmental cohesion and company-wide unification
- Highly efficient, with quick turnaround times and excellent multi-tasking skills in the midst of high-pressure, fast-paced working environment
- Management capabilities for overseeing multiple departments

## WORK EXPERIENCE

### *Multimedia Designer*

- Sterling Brands, San Francisco, CA ----- October 2007-Present
- Designed, formatted and produced lengthy marketing deliverable reports and live presentations using Microsoft PowerPoint, as well as Adobe Photoshop and Illustrator for all supporting artwork
  - Translated highly conceptual ideas into visually representative graphics
  - Created interactive as well as print media for focus groups and other supporting market research

### *Senior Graphic Designer*

- Catalina Design Group, Carlsbad, CA ----- May 2006-September 2007
- Managed all aspects of graphic design department of interior design firm in order to achieve success in promotion of builder clients' residential developments
  - Created corporate marketing collateral, presentation graphics and illustrations for interior designers
  - Designed outdoor media, signage, sales office displays and print collateral for builder clients' housing developments
  - Created layout drawings for production of all outdoor media and displays using Adobe Illustrator
  - Guided production department to ensure accuracy in fabrication and assembly

### *Web Graphic Designer*

- Hotel Marketing Group, La Mesa, CA ----- March 2006-May 2006
- Designed print and interactive marketing collateral for hotel corporations, including e-mail newsletters, websites and logo designs

### *Production Coordinator*

- Jems Communications, San Diego, CA ----- June 2005-October 2005
- Responsible for production of *FireRescue Magazine* and *Homeland First Response* using QuarkXpress, including placement and design of ads as well as preflighting

### *Sales and Marketing Coordinator*

- PowerhousePlus, Escondido, CA ----- October 2005-January 2006
- Designed PowerPoint presentations and managed media content in assistance in sales and marketing department

### *Freelance Graphic Designer*

- May 2005-Present
- Developed and maintained company website for Sanjeev Date, Attorney at Law
  - Designed brand logo for Rock Creek Builders
  - Developed brand identity system package for Jones Construction Group, including logo, business cards, and promotional postcards
  - Produced concept designs and illustrations using Adobe Illustrator for Smiles You Can Feel Homemade Greeting Cards

## EDUCATION

San Diego State University, San Diego, CA  
Bachelor of Arts Degree in Graphic Design, May 2005