



VANESSA KING

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Graphic Designer ♦ Web Designer ♦ www.icandi.com/portfolio

SUMMARY OF SKILLS AND QUALIFICATIONS

- ▶ Over 21 years as a print designer, includes working with vendors and printers, approving final film, attending press checks and being responsible for final sign-off
- ▶ Creating and applying document templates and style-sheets within a document and across multiple documents, working with large documents and maintaining style consistency and integrity throughout
- ▶ Digital image manipulation, color correction and photo retouching
- ▶ More than 15 years of experience designing, developing and programming web sites
- ▶ Ability to hand-code HTML and CSS
- ▶ Software includes InDesign, Illustrator, Photoshop, Flash, Acrobat, QuarkXPress, BBEdit, Fetch and MS Office, on both Mac and PC platforms
- ▶ Flexible, dependable and accustomed to producing quality work on time and on budget
- ▶ The ability to multi-task while maintaining a sense of focus
- ▶ Exceptional problem-solving abilities

EMPLOYMENT HISTORY

1991 – Present **Freelance/Contract Graphic and Web Designer**

- ▶ Conceiving, designing, typesetting and producing ads, annual reports, banners, billboards, campaigns, logos, brochures, catalogues, flyers, magazines, manuals, newsletters, postcards, posters, T-shirts and promotional & special event materials
- ▶ Estimating, costing and sourcing output and print services
- ▶ Proofing final film and attending press checks
- ▶ Developing, designing and programming web sites and intranets in both Flash and HTML
- ▶ **Employment with:** AIDS/LifeCycle, Blue Cross of California, CIGNA HealthCare, The City of Los Angeles, The City of West Hollywood, FHP, Fostex, HealthNet, Hyatt, Ingram Micro, Investor's Business Daily, Kaiser Permanente, The L.A. Gay & Lesbian Center, PacifiCare, Prudential, Saatchi & Saatchi, Secure Horizons, Service Employees International Union (SEIU), The Sundance Channel, Toyota, UCLA, Union Bank of California, Vans, Walt Disney Studios, Walt Disney Imagineering and Warner Brothers

2000 – 2009 **Web and Graphic Designer** The L.A. Gay & Lesbian Center Los Angeles, CA

- ▶ Consulting with the Center's Programs and Marketing & Communications Department to develop site architecture, organizing content and integrating the Center's identity into the design of their sites
 - ▶ Consulting with the Center's IS Department to find, and work with, outside vendors for the Center's domain hosting and online fund-raising needs
 - ▶ Creating, updating and maintaining the Center's various sites
 - ▶ Conceiving, designing and producing annual reports, billboards, campaigns, logos, brochures, postcards, posters, ads, monthly newsletters and special event materials
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Continued...

1998 – 2001 **Graphic and Web Designer** CIGNA HealthCare Glendale, CA

- ▶ Conceiving, designing and producing collateral materials, brochures, flyers, newsletters and special event materials and insuring that all materials conform to strict corporate standards
- ▶ Estimating, costing and sourcing output and print services
- ▶ Proofing final film and attending press checks
- ▶ Developing, designing and programming CIGNA's West Coast Intranet

1998 – 1999 **Graphic and Web Designer** Union Bank of California Los Angeles/
San Francisco, CA

- ▶ Conceiving, designing and producing collateral materials, brochures and stationary
- ▶ Estimating, costing and sourcing output and print services
- ▶ Proofing final film and attending press checks
- ▶ Developed, designed, programmed and updated an award-winning site dedicated to the introduction and up-to-the-minute tracking of the Euro

1994 – 1997 **Graphic Design and Database/Proposal Development** HealthNet Woodland Hills, CA

- ▶ Conceiving, designing and producing collateral materials, brochures, flyers, newsletters and special event materials and insuring that all materials conform to strict corporate standards
- ▶ Created, gathered and assembled materials for the Proposal Department's RFPs and RFIs
- ▶ Developed and maintained a database system utilized by the Proposal Department to quickly and easily integrate data and content into their proposals, cutting preparation time by up to fifty percent

My online portfolio can be viewed at www.icandi.com/portfolio.
