

EDUCATION

ASSOCIATE DEGREE OF OCCUPATIONAL STUDIES IN VISUAL COMMUNICATIONS

Colorado Institute of Art ▪ Denver, Colorado >> 1990 - '93

SKILLS & ABILITIES

CREATIVE SKILLS

Creating brand identities, conceptual design, art direction, logo & graphic design, typography, page layouts, website design and photography.

INDUSTRY SKILLS

Creative presentations, collaborative concepting, project management, file & image management, event planning and networking.

COMPUTER & SOFTWARE SKILLS

Adobe Creative Suite; InDesign, Illustrator, Photoshop and Acrobat. Word, Excel, PowerPoint, etc. Proficient in either Mac or PC operating systems.

WORK HISTORY

PRINCIPAL CREATIVE ▪ CTdesign >> NOV. 2015 - PRESENT >> POULSBO, WA

Charles Tichenor Design is a creative design resource that caters to a wide-range of clientele, from non-profits to businesses large and small. Responsible for conceptualizing, designing, producing and project managing creative direction and creating professional marketing and brand identity materials such as; logos, websites, flyers, brochures, page layout, stationery, signage, apparel, vehicle graphics, posters, marketing campaigns, social media needs and much more.

GRAPHIC DESIGNER & BRAND MANAGER ▪ HANDS ON CHILDREN'S MUSEUM >> NOV. 2012 - NOV. 2015 >> OLYMPIA, WA

Oversee, develop and shepherd the brand integrity for the Museum. Primary duties and responsibilities included; brand conceptualizing and design/produce visual promotional materials: flyers, posters, newsletters, banners, ads, brochures, logos, signage, display materials, etc. as well as elements for the Museum's website, email marketing and social media needs. Maintain branding guidelines, gave presentations, obtained photographers and artwork to be used in assigned projects and coordinated printing specifications, proofs, press-checks and production needs to ensure quality and accuracy.

OWNER & CREATIVE DIRECTOR ▪ SOUTH BAY PRESS >> MAY 2010 - NOV. 2012 >> LACEY, WA

Within a fast paced multi-tasking full service print shop I was responsible for managing and directing the design and production Owner of a fast paced multi-tasking full service print shop; I was responsible for managing and directing the design and production teams through daily and weekly collaboration and professional development ensuring assigned creatives and daily print production was being met in a timely manor and delivered on time. Print and creative projects ranged from business cards, catalogs, targeted direct mail campaigns to individual brand identities and marketing support efforts. Effectively maintained lasting company relationships with outside vendors, partners and community business leaders.

PRINCIPAL CREATIVE ▪ THE LINWOOD GROUP >> JAN. 2003 - MAY 2010 >> BONNEY LAKE, WA

Owner, Manager and Creative Director of a small design agency that worked with many different clients. We developed and created professional marketing and brand identity materials such as logos, websites, flyers, brochures, stationery, posters, signage, vehicle graphics and event planning. Continued agency success came from positive networking and professional relationships through weekly project/progress meetings, grounded in clear and friendly communications.

ART DIRECTOR ▪ EDDIE BAUER WORLD HEADQUARTERS >> MAR. 2000 - JAN. 2003 >> REDMOND, WA

Within the advertising department I was responsible for art direction of page layout designs, conceptual seasonal marketing creatives/directives and art direction/directing of both on-model and in-house still photography photo-shoots for Sportswear Catalogs. Collaboratively worked with designers, production specialists, apparel buyers, stylists, models and photographers.

PRODUCTION SUPERVISOR ▪ EDDIE BAUER WORLD HEADQUARTERS >> JUN. 1998 - MAR. 2000 >> REDMOND, WA

Supervised a team of 8 Catalog Production Specialists; successfully managed day-to-day workflow to ensure consistent catalog layout production and seasonal brand specs were being met. Communicated photo-shoot budgets, imagery needs and deadlines between staff, management, art directors, designers, photography studios and on-location photo teams.

LEAD PRODUCTION SPECIALIST ▪ EDDIE BAUER WORLD HEADQUARTERS >> JAN. 1996 - JUN. 1998 >> REDMOND, WA

Maintained and communicated approved sportswear catalog layout branding look & feel by managing seasonal catalog specs, new graphic elements, font treatments and layout templates. Prepared and ran presentation meetings as well as inventoried catalog imagery from photo-shoots, both on-model and flat photography. Worked with sportswear catalog Creative Director and reported to the Production Manager.

COMMUNITY OUTREACH

Business Advisory Committee Member for Career & Technical Education

I served on the Tumwater School District and Olympia School District's Business Advisory Committees for Career & Technical Education from 2010 through 2016. As an advisory committee member I help provide real world problems and solutions that can be used in classrooms to help train students for the work force in our visual communications industry. In addition to sharing industry knowledge I also helped guide the curriculum to match current industry needs to what actually happens in the work force.

REFERENCES & COLLEAGUES

BRAD TOWER

Managing Partner
Phillip Burgess Government Relations
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ANNE MARIE SALDAJENO

Senior Integrated Marketing Manager
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PATTY BELMONTE

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