

Mehale  
Resate

Graphic Designer / Illustrator

# Curriculum Vitae

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Creative Circle  
314.334.0115



## Experience

### Junior Graphic Designer | HII.Q Liquor Merchants Ltd.

March 2015 - October 2015

- Promoted products and boosted sales by creating marketing material such as POS signage, banners and table talkers
- Researched information on new products
- Updated product catalogues and pricelists regularly
- Created and sent out e-mail campaigns
- Maintained good relationships with printing companies which allowed for negotiation

### Junior Graphic Designer | St. Louis Habesha Network

May 2014 - November 2014

Promoted local events by designing posters, postcards and banners for print and digital use.

### Junior Graphic Designer | Blue Connection Art Gallery (Millikin University's retail art gallery)

January 2014 - May 2014

Worked with a team of fellow student designers to produce marketing material including web banners, booklets, posters and postcards.

### Illustrator and Marketing Team Lead | Bronze Man Books (Millikin University's student owned and operated press)

August 2013 - May 2014

- Led a team of five in the promotion of events and the recruitment of new talent through radio ads and posters
- Illustrated a poetry book titled Pantheon which is now available for purchase online

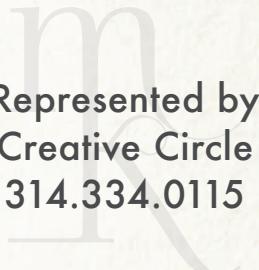
### Intern - Desktop Publisher & Writer | The Decaturian (Millikin University's campus newspaper)

August 2012 - May 2014

- Designed nameplates, edited images and worked on newspaper layouts on a weekly basis
- Carried out interviews, wrote reviews and stories for the newspaper

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## Education

Millikin University | Decatur, IL U.S.A. | May 2014

Bachelor of Arts – Graphic Design (4 years)

Minor – Environmental Studies

GPA – 3.46

## Skills

Photoshop	Corel Painter	English (fluent)
Illustrator	HTML/CSS (Basic knowledge)	French (fluent)
InDesign	MAC/PC and iWork/MS Office	Amharic (fluent)

## Awards

Millikin University Student Art Show - Honorable Mention

Allons en France - Winner

# Portfolio

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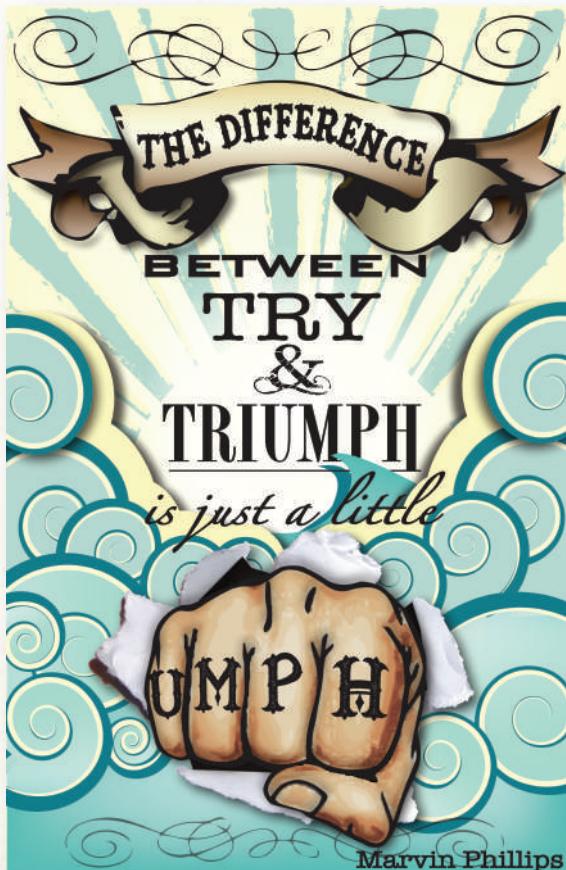
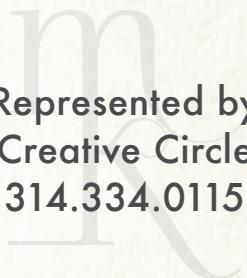
## Design - A4 Posters



# Portfolio

Design - B Posters

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# Portfolio

## Design - Tent Cards

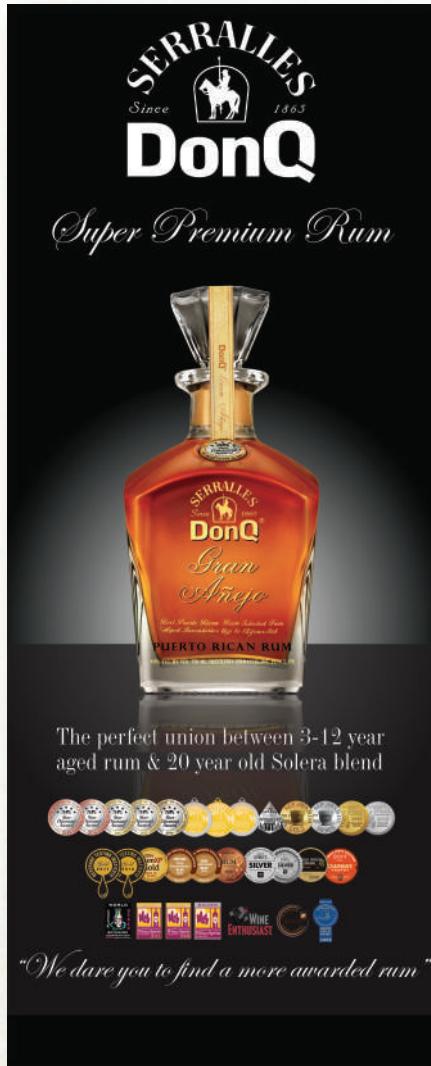
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# Portfolio

## Design - Banners

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# Portfolio

## Design - Product Catalogue

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**Hi I.Q. LIQUOR MERCHANTS LTD.**

*High Impact! High Quality!*

VEDRENNE      SERRILLERIA      PIG'S NOSE Scotch Whisky      51° Cachaça

**Full Product Catalogue**  
July 2015

**DEAR VALUED CUSTOMERS**

Credibility is our most important asset when we work with you. We have numerous products that are the best in the world, or are the largest selling in their particular category.

The New Zealand liquor industry has been plagued for years with the inference that some brands are of higher quality than they actually are. Many liquor industry people roll their eyes when the phrase "best in the world" is rolled out, so often is it heard, but seldom proved.

Having been in this business for over 15 years and being the people who first introduced New Zealand to Cranberry juice, Butterscotch schnapps, Black sambuca and having the world launch of a Jim Beam Brandy Co Product, we are serious about our brands.

Hi I.Q. Liquor Merchants Ltd. goes to great lengths to source the very best products and make them available to you. There are several authorities and sources that we look to when we compare quality of products.

- \*The World Spirits Championships
- \*The Beverage Tasting Institute
- \*The International Bartenders Guild
- \*Various recognized authors
- \*Various recognized industry magazines

Please note we do not recognize any source that is sponsored or aligned with any supplier or producer. All sources must be independent.

Hi I.Q. Liquor Merchants are more than happy to prove our claims, please ask your sales manager to supply results.

Please enjoy your look through our range & feel free to ask any questions of our sales team.

Kind Regards  
Lance R. Swain

**MONDE SELECTION**  
Beverage Institute's Gold Book Working Party

**Ole Smoky Tennessee Moonshine**

Ole Smoky Flavored Moonshine

Ole Smoky Tennessee Moonshine is Tennessee's first legal moonshine, made at the foot of the Smoky Mountains in scenic Gatlinburg, TN.

These exquisite blends are distilled from local East Tennessee corn grown a few miles from the distillery. Master distillers use only local ingredients, pristine Tennessee water and 100% real fruit juice. Each jar is personally sealed by a team with a lifetime of experience and knowledge that has been passed down from generation to generation.

Founded in 2009, the company has since grown to become the most visited distillery in America

- \* Distilled using only local ingredients
- \* Comes from the home of the original moonshine
- \* Official sponsor of NASCAR and Harley Davidson
- \* Blended only with 100% real fruit juice
- \* 22 flavors: 8 classic and 14 variations of seasonal and celebratory flavors
- \* Sealed in unique mason jars
- \* 750ml jars

(Graphic Design/Sales Book/Working Copy PDF)

**Ron Millonario Rum**

Ron Millonario Rum is the fruit of hard work and excellent Peruvian craftsmanship. It acquired its name "por los millonarios" in the 1950s, in acknowledgement of the exclusive club of individuals wealthy enough to afford the spirit and enjoy its unique charm.

The rich history of Ron Millonario dates back to 1922 when Don Rolando, the head of the Piera de Castillo family, bought a vast sugar cane plantation and refinery in the Peruvian settlement of Chiclay – "the city of friendship".

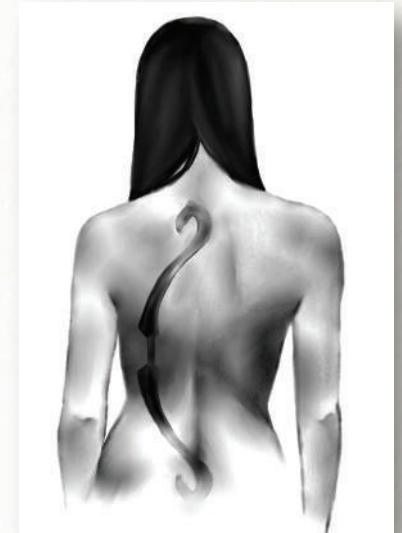
The year 1950 was an unforgettable one for the Piera de Castillo family as it marked the official birth of Ron Millonario.

Now in the capable hands of brothers Fabio and Walter Rossi, the genuine treasure of Peru that is Ron Millonario remains ever more highly rated by experts from around the world.

# Portfolio

Illustration - Pantheon

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# Portfolio

Sketches and print



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