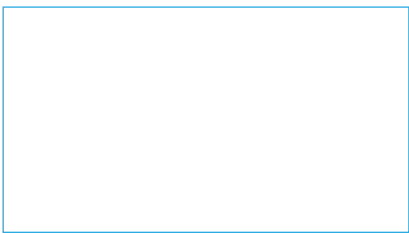




beth j

Beth Jolin  
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## employment

4/2001 - Current

■ **Freelance Graphic & Designer, Neshkoro, WI**

Collaborate with clients to set high standards for the design and development of print and web-based materials to promote and enhance the image of the client. This includes: initial brainstorming, meeting with clients to find out what their needs and expectations are, setting up and planning photo shoots, designing of the piece, preparing the files for the printer, looking at and approving printer proofs and finally producing a printed piece that is not only highly creative and innovative but still maintains the look, brand and integrity of the client. My work includes, but is not limited to music cd covers/inserts; logo identity, beer labels, t-shirt designs, brochures, booklets, magazine ads, posters, business cards, corporate presentations, along with the design and maintenance of several websites.

04/2018 - 11/2022

■ **Clerk, USPS, Butte De Morte & Omro, WI**

Sort mail & parcels for delivery, arranging in proper delivery sequence. Deliver mail to residences and business establishments along specified routes by walking and/or driving, using a combination of satchels, carts, cars, and small trucks.

11/2018 - 04/2018

■ **City Carrier Assistant, USPS, Neenah, WI**

Sort mail & parcels for delivery, arranging in proper delivery sequence. Deliver mail to residences and business establishments along specified routes by walking and/or driving, using a combination of satchels, carts, cars, and small trucks.

01/2013 - 01/31/2017

■ **Senior Graphic Designer, Wildcard Corp., Stevens Point**

Wildcard was initially a free-lance client that eventually hired me full time in October of 2014.

Work closely with clients to discover their needs and expectations. Create wire frames, mock-ups and prototypes based on business requirements, research and customer feedback. Provide aesthetic user interface and web portal design, website theming, and graphic design consulting using the latest web-design software. Tutor customers on day to day website maintenance. Work with devel-

opers, providing detailed specs to ensure the look and feel of the clients website is properly transcribed from mock-ups to a dynamic user friendly website. Select and secure appropriate illustrative materials to be used in print and web. Design, layout, and pre-press preparations for any print based materials needed. Coordinate with various vendors for producing all art projects obtaining bids to get the best price, quality and turnaround.

02/2009 - 05/2013

■ **Barista & Shift Manager, Starbucks, Stevens Point/Plover, WI**

Welcome and connect with every customer, whether it's at the front counter or over the intercom in the drive-thru. Make quality beverages consistently for all customers within Starbucks standards. General cleaning duties, merchandise stocking, rotating, and storing of all products. Cash register handling.

As a Shift Manager I was held responsible for the store fund, including cash handling, deposits, accounting, recording, and banking. Place and adjust orders to match trade patterns. Perform and direct others to complete cleaning tasks, and to follow store policies and procedures for optimal performance at their assigned station. Ensure that all employees adhere to the meal and rest break policy. Regularly communicate any store or employee concerns with the store manager in a discreet and effective manner.

02/2002 - 12/2008

■ **Barista, Coffeehouse/Restaurant Manager, Emy J's, Plover/Stevens Point, WI**

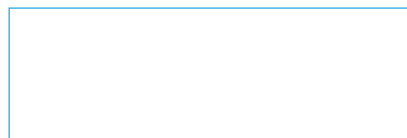
As a barista I provided superb customer service. Enthusiastically meet and greet customers in a timely manner. Take orders at the cash register. Make specialty coffee and ice cream drinks, smoothies, sundaes and serve customers. Answer telephone, do dishes, bus and clean tables while maintaining a clean and appealing work space. General cleaning duties included but was not limited to: cleaning bathrooms and refrigerators, sweeping and mopping floors, washing windows, wiping down counter space and equipment, cleaning espresso machines and also stocking supplies. Ultimately, I was responsible for cash flow and store operation in owners' absence.

While managing I provided overall leadership and direction of Emy J's coffeehouse and restaurant. Responsible for scheduling, training, and supervising ten employees. Maintain relationships and manage expenses with reputable food purveyors. Manage sales, cash, deposits, register programming, store cleanliness, and payroll. Provide the highest standard of food, drink, and service quality while keeping a positive morale among staff. Ensure a friendly comfortable atmosphere for all customers.

08/1998 - 04/2001

■ **Graphic Designer, UWSP Continuing Education, Stevens Point, WI**

Assisted several Program Managers in the development and design of all UWSP Continuing Education printed materials utilized in presentation and publicity. This included booklets, forms, brochures, flyers, postcards, annual reports, advertisements, PowerPoint presentations and Word templates. Responsible for writing bid specs, preparing electronic files for the printer, looking at and approving printer proofs. Served as a liaison between vendors (printers) and University Continuing Education liaisons to resolve printing problems. Tracked all jobs in the production process in order to meet deadlines. Worked with the student webmaster, providing him with "web ready" images and Adobe Acrobat files that were then implemented on the UWSP Continuing Education website. Recommended the purchase of new equipment



08/1997 - 06/1998

■ **Graphic Designer, Mid-State Technical College, Wisconsin Rapids, WI**

I provided support for MSTC staff in the development and design of any printed materials. *This was a yearly sabbatical position that was extended several months.*

10/1996 - 7/1997

■ **Graphic Designer, Graphic Arts & Production, Plover, WI**

I was responsible for a wide variety of design projects; including internet buttons for websites, executive presentations, company letterheads, catalog layout, and silk screen designs for music CDs.

6/1995 - 5/1996

■ **Graphic Designer, Jones Publishing, In., Iola, WI**

I was responsible for the layout and design of four magazines, books, and all marketing materials.

03/1994 - 08/994

■ **Watercolor Instructor, UW-Stevens Point, WI, Stevens Point, WI**

Provided private water color instructions to clients in their homes.

## skills

Adobe Creative Suite

Illustration

Photoshop manipulation and expert color correction

Plone CMS

Figma

## education

Bachelor of Fine Arts, 1995

University of Wisconsin - Stevens Point, WI

