



Brenda C. Canales

Graphic & Web Designer | Production Artist

7731 Bona Road,
Mounds View, MN 55112
612-619-2063
bcanal99@gmail.com

Production Artist

University of St. Thomas (St. Paul)

November 2017 – Present

Collaborate closely with art directors, designers and developers. Prepare final press-ready files based on supplied specifications for several types of printing. Make various formats of supplied artwork production-ready and resolve any artwork issues that arise during production. Provide image retouching, clipping paths and additional image manipulation. Package and preflight files for release to printers or media partners. Create PDFs for print and client review. Follow a development timeline to ensure tasks are being completed on time through Asana and troubleshoot problems as they arise with both the creative team and the printer.

Freelance Production Artist

broadhead. (Minneapolis)

September 2017 – November 2017 (3 months)

Print and digital production, responsible for preparing files for final print ensuring bleeds, images, folds, etc. are up to spec. Worked on many brands from Boehringer Ingelheim, California Strawberries, Firestone, Cargill, Mosaic, CHS and Verdesian to name a few.

Production Artist

Catapult Marketing (Minneapolis)

February 2012 – September 2017 (5 years 8 months)

Design from conceptualize to print point-of-sale cross promotion pieces for in-store advertising, such as IRCs, Point of Purchase headers, tear pads, Standees, in ads, and FSIs. Manage and execute projects on a day-to-day basis. Image asset management. FTP management. Proof and release projects up to production standards. Collaborate with Art Directors and other Production Artists on pitches and projects. Work on a variety of print and digital media for national clients such as Clorox, ConAgra, Mars, Nestlé, Bayer, Hormel, Burt's Bees, Kellogg's and Talking Rain. Worked on large scale print projects, signage, image retouching, HTML5 emails (static and responsive), JavaScript banners, Adobe After Effects videos, print ads, social media posts, landing pages, and animated GIFs.

Design Manager

Quarto Publishing Group USA (Minneapolis)

August 2008 - February 2012 (3 years 7 months)

Responsibilities included art directing photo shoots and working with graphic designers to create book interior and cover design. Coordination, design and layout of semi-annual catalogs.

Production Designer & Book Designer

MBI Publishing Company (Minneapolis)

September 2002 - August 2008 (6 years)

Design marketing materials such as magazine advertisements, postcards, newsletters, catalogs, and brochures. Design books from conceptualize design to print. Manage FTP administration. Website asset management. Work flow management. Contribute to continuous daily production of sales required media. Manage dispensation of tasks throughout department.

Education

The Art Institutes International Minnesota

Bachelor of Science (B.S.) Graphic Design

1999 - 2002

Skills

Adobe Creative Cloud:

Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Acrobat, Bridge, Lightroom.

HTML/CSS/JavaScript, Sprite Sheets, Emails (Static and Responsive), HTML5 Banners.