I would like to apply for the design position. I have extensive experience in everything related to digital media, design, prepress, branding, and marketing. I received my Bachelor of Arts degree from CSULB in Journalism, Public Relations, and Spanish in 1991 and completed coursework at Art Center College of Design in 1997.

Throughout my twenty-year career, I have been involved in the planning and management of hundreds of outstanding design and development projects for companies such as FoxSports.com, Netscape, SFUSD, Disney, dot-com startups, and fast-paced agencies.

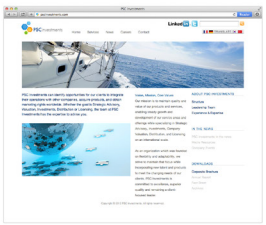
For Stater Bros. Markets, I created the digital roadmap and led efforts to enhance the shopper experience and increase profitability. I spearheaded digital brand awareness across the social landscape and completed designs and content for a new responsive website. I compiled user manuals and trained corporate staff on updating new website, responding to reviews using one brand voice, and keyword-rich copywriting for SEO.

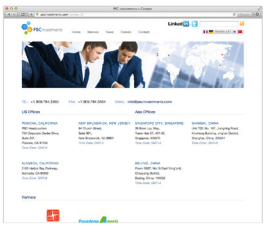
As the first webmaster and designer at Caltech, I collaborated extensively with staff and faculty in creating and developing promotional material, both online and in print. I served as designer and editor of the original Caltech Alumni Newsletter, supervised staff, and taught classes in design and HTML. Also, as a native Spanish speaker, I translated documents and facilitated bilingual discussions for geologists conducting research in Mexico.

I am creative, well-organized, resourceful, proactive, and energetic. I believe my design skills, project management experience, and effective communication skills will be a valuable asset to your group.

Sincerely,
Beatrice Aispuro
beatrice@begrafic.com

CASE STUDY



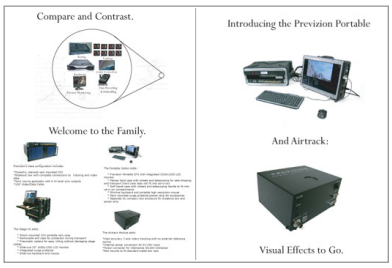


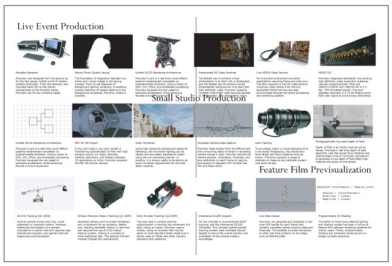
PSC Investments needed identity branding and a website. I gathered information from several consultants and re-wrote all marketing copy. I designed and coded the new site then created PowerPoint decks, brochure, and business cards to match the new look.

Working in high resolution allows repurposing of web imagery on subsequent print collateral. Stock photography was not in the budget for this project, so I reworked the few photos purchased for varying looks. Everything was completed in one month.

CASE STUDY

BEFORE





AFTER

LIGHTCRAFT TECHNOLOGY™

PREVIZION® & PORTABLE AIRTRACK™

PREVIZION®

Lightcraft Tech needed identity branding, logos and brochure redesign. I created new company and product logos to match the new look-and-feel. Designing web layouts using vector software allows for greater flexibility on subsequent print collateral.

CASE STUDY

geological & planetary sciences

ALUMNI NEWS

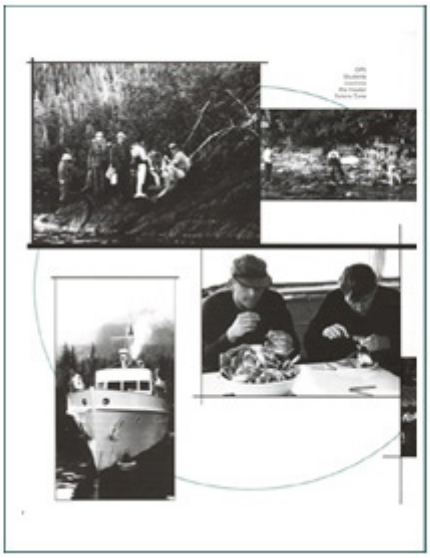
the gps division at Mars

Alaskan field trip

El Niño

Andrew P. Ingersoll, Mark S. Roulston

inside



El Niño

GPS Division, Caltech sought to establish lines of communication and nurture alumni relationships on an ongoing basis, as part of their fundraising strategy. Rather than connecting with alumni through donation request letters, the alumni newsletter generated excitement about special achievements, career changes, and new gps research. This helped build a more personal relationship with this key group of fundraising prospects. I designed the original newsletter and trained staff across campus on developing an alumni newsletter for other divisions.

> Beatrice worked for AvaLAN Wireless to create our new advertising campaign and did an awesome job. Based on her performance on the advertising campaign, we had Beatrice design and create our trade show graphics for the 2010 Embedded Systems Conference in Silicon Valley. We made a huge splash at the conference and I have to thank Beatrice for making it happen, thanks.

Matt Nelson
CEO and President, AvaLAN Wireless Systems