

beatrice aispuro

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323.578.8995

be@begrafic.com

COMPUTER KNOWLEDGE ::

Photoshop, Illustrator, Flash,
ImageReady, Dreamweaver,
Fireworks, Acrobat, GifBuilder,
QuarkXPress, InDesign, Final
Cut Pro, MS Office, vi, UNIX,
Java/asp familiarity, HTML, CSS,
Windows XP, Mac OSX

EDUCATION ::

**California State University, Long
Beach, CA – 1991**

B.A. Journalism/Public Relations,
Minor in Spanish

**Art Center College of Design,
Pasadena, CA – 1995-1997**

QuarkXPress
Computer Imaging
Design with Computers
Web Site Development
Web Design Seminar
Photography
Package Design

CONFERENCES ::

FlashForward – Lynda.com
Flash 8, Seattle, WA

Thunder Lizard Productions,
Photoshop, Monterrey, CA

Thunder Lizard Productions,
Web Design, Seattle, WA

NetObjects Fusion, San Diego, CA

OTHER SKILLS ::

Fluent in Spanish/Italian
Black and White Photography
Digital Photography/Film

References available upon request

WORK EXPERIENCE ::

WHITE TIGER PRINTING & MEDIA PACKAGING, HUNTSVILLE, AL
Art Director 2005 - PRESENT

Create Identity branding for White Tiger Printing and partner companies. Design ads, logos, folders, business cards, billboards, calendars, brochures, pop displays, holiday cards, and dvd collateral. Produce photography, web pages with Flash animations, and sites using cascading style sheets (CSS).

FOXSPORTS.COM, LOS ANGELES, CA
Photo Editor 2003 - 2005

Prepared photos for online publication: Color-corrected, collaged, and optimized photos for foxsports site. Designed centerpieces, thumbnails, and compiled photo galleries. Cross-trained staff on Photoshop techniques.

BEGRAFIC.COM
Freelance Designer 2000 - PRESENT

Design and develop web sites for small-to-medium companies. Create logos, ads, business cards, newsletters, postcards, and brochures. Take photos and digitally enhance, color correct, and alter photographic images.

SHOPSPORTS.COM/COPELAND'S SPORTS, SAN LUIS OBISPO, CA
Sr. Web Designer 2000 - 2000

Redesigned/restructured web sites for online sporting goods company. Developed page layouts and coded templates for affiliate sites. Translated shopsports.com site into Spanish. Trained staff on Photoshop, Illustrator, Dreamweaver, and web design/html.

EVENT 411.COM, MARINA DEL REY, CA
Web Designer 1999 - 2000

Created site designs for business to business software company offering online event planning tools. Designed banner ads, manual covers, and assisted programmers with asp and server-side include files.

SFUSD LANGUAGE ACADEMY, SAN FRANCISCO, CA
Webmaster/Designer 1998 - 1998

Redesigned web site, created print materials, and trained staff on design, html, and desktop publishing. Provided teachers at SFUSD with instruction on using computers and teleconferencing equipment.

NETSCAPE COMMUNICATIONS, MOUNTAIN VIEW, CA
Scheduling Coordinator 1998 - 1998

Coordinated all Netscape Learning classroom schedules. Redesigned and maintained NL intranet/internet sites. Created print designs for NL staff.

CALTECH, GEOLOGICAL & PLANETARY SCIENCES, PASADENA, CA
Webmaster/Designer 1993 - 1998

Developed site structure and page layout designs to launch the first-ever web site for Caltech. Provided concept and production of all print/web designs and logos for GPS and the Seismological Laboratory. Served as editor and designer for the original GPS Alumni Newsletter. Designed brochures, ads, lectureship flyers, invitations, and building signage. Wrote curriculum and conducted computer training classes for GPS staff and students in image/text scanning, html, software/hardware applications, UNIX, ftp, and Telnet. Wrote instructional guides on desktop publishing for staff in all departments at Caltech. Managed installation, hardware configuration and troubleshooting of new computer systems.