

Joanna M. Eustache

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CAREER SUMMARY

Creative professional with more than 9 years of progressive experience in graphic and web design as well as advanced knowledge of imaging and color correction. Detail-oriented with strong technical skills and creative process. Core competencies and expertise in:

- Comfortable in fast paced environment
- Highly organized, efficient and resourceful
- MAC
- InDesign
- MS Office
- PC
- Illustrator
- HTML
- Photoshop
- Quark
- Flash
- Seek to learn and train others
- Work independently or in teams
- Freehand
- Dreamweaver
- CSS

PROFESSIONAL EXPERIENCE

Copy King, Inc., Cleveland, Ohio www.copy-king.com **2009 - Present**

Graphic Designer

- Design a variety of projects including newsletters, business cards, letterhead, logos, signage, forms, brochures, annual reports, invitations, menus, etc.
- Troubleshoot and adjust client files as needed and prepare files for printing.
- Work one-on-one with clients to assure high quality final design and printed piece.
- Collaborate with team to research and implement various marketing solutions to promote the company including email marketing, web design, and social media.

American Greetings Corporation, Cleveland, Ohio www.american.greetings.com **2000 - 2009**

Graphic Designer, Humor Cards

2004 - 2009

- Produced market-ready, compelling graphic designs, illustrations, and layouts for humorous editorial
- Contributed to every product brainstorm and call for innovations by partnering with writers, editors and fellow artists resulting in new card product
- Trafficked an aggressive freelance and contract operation of 25+ individuals for the department including revising, recoloring, reformatting and archiving each of their designs
- Selected to be a part of the team that designed the Ellen Degeneres card line which earned the Chairman's Award for Innovation, a highly regarded honor within the company
- Assisted program director in designing each card of the continuously successful Intuitions card line
- Became a resource for the department in troubleshooting software and hardware problems
- Lead the way to integrating mechanical, new technology and high priced cards into the daily work schedule through research and training of all of the designers in the department
- Advised and taught new procedures to staff and assisted in card planning to offset workload

Creative Specialist, Technical Operations

2000 - 2004

- Performed digital imaging, photo editing and image manipulation for card product while leading the department in quality expectations
- Responsible for scanning and correcting color on 50+ scanned and digital images per week, maintaining a 100% on time record
- Joined team to calibrate monitors for the entire Creative Department to improve quality and consistency
- Provided customer service for adjacent departments to provide for their needs and requests
- Assisted with troubleshooting software and hardware problems and researched cost-effective alternatives.
- Improved productivity and quality by testing, writing, and implementing new operating procedures for the department
- Successfully contributed imaging skills to enhance Sports Illustrated's Swimsuit Calendar, the most difficult imaging work faced by the department

PROFESSIONAL EXPERIENCE CONTINUED

Bowling Green State University, Bowling Green, Ohio

1999 - 2000

Graphic Design Intern

- Designed brochures, invitations, and posters using PageMaker and Photoshop to highlight research fellowships and to promote guest speakers in the area of cultural diversity
- Worked independently and presented design ideas and concepts to director and staff for revisions.

FREELANCE

Freelance Web Designer, ThePumpkinCarver.com, Columbus, Ohio www.thepumpkincarver.com 2009

- Created, designed and rendered entire website for the purpose of showcasing gallery and selling product.

Freelance Web Designer, DianeDickens.com, Parma, Ohio www.dianedickens.com 2009

- Created, designed and rendered entire website for the purpose of showcasing artwork and selling product.
- Continue to provide support to artist so that she may maintain the website on her own

Freelance Graphic Designer, Hy-Ko Products Company, Northfield, Ohio 2007 - 2008

- Designed several new party yard signs to be sold by the company

Freelance Web Designer, Crossroads Band, Cleveland, Ohio 2006

- Redesigned and organized all aspects of website including information for the rock and roll cover band Crossroads
- Trained band member on how to make updates and changes on the website for the future

Freelance Graphic Designer, Newbomb Art and Design, Cleveland, Ohio 2001

- Assisted in advertising, editorial, and corporate identity design using Illustrator, Quark, and Photoshop

EDUCATION / PROFESSIONAL DEVELOPMENT

Bowling Green State University, School of Art, Bowling Green, Ohio

Bachelor of Fine Arts in Graphic Design

Secondary concentrations in Visual Communication Technology and Marketing

Cum laude graduate, May 2000

Cuyahoga Community College, Parma, Ohio

Post-graduate web design courses in HTML, Flash, Dreamweaver

ACCOMPLISHMENTS

American Greetings Chairman's Award winner, 2007

Design selected for American Greetings Chairman's Award identity package, 2006

Artwork published in Prairie Margins Spring 2000 issue

Art displayed in Gallery show at American Greetings, 2001

Women in Science and Technology, Tri-C, panel member, 2004 and 2005

Undergraduate Design Show Honorable Mention, 1999

Tom and Silvia Passerini Davenport Design Award (\$240), 2000

National Dean's List (Who's Who Among College Students), 1998

Dean' List 1996-2000

MEMBERSHIPS

Cleveland Digital Publishers User Group, Present

Cleveland InDesign Users Group, Present

AIGA, 1998 to 2000

Design Club, 1997 to 2000

Advertising Club, 1999

Task Force on University Development, 1998

Phi Eta Sigma Honor Society

Alpha Lambda Delta Honor Society

Golden Key National Honor Society