

Frances Gunther
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SUMMARY

- 20 years experience in print design, art direction and marketing, specializing in dynamic newsletter and brochure design and production
- 10 years experience in web design, creating both business and personal websites
- Experienced in facilitating smooth collaboration between printers and mailing houses
- HTML-based e-mail expert, including template design and reporting statistics
- Highly organized, known for producing high quality materials quickly and on-deadline

EXPERIENCE

Graphic Production Manager, Progressive Solutions, Santa Clara/San Jose, CA (1/14-2/19)

- Layout and upload personalized gear, including children's storybooks
- Prepress on printed material for various clients
- Write blog articles, plus web and social media content
- Work with pressroom and production staff
- Assist in production (PRA, QC)
- Order and coordinate with outside vendors

Graphic Designer, Progressive Solutions, Santa Clara, CA (project basis: 1/12 – 12/13)

- Design and create web templates for online card client
- Layout and upload personalized gear, including children's storybooks
- Pre-press for printed material for various clients

Graphic Designer, BMI Fitness, Santa Clara, CA (project basis: 9/11 – current)

- Design and create company marketing collateral including logo, web site, brochure and business cards
- Film and produce instructional videos
- Social media marketing

Graphic Designer, Pandemonium Aviaries, Los Altos Hills, CA (volunteer: 3/11-current)

- Design and create marketing materials for non-profit, including both print and web versions
- Design and production of coffee table art book promoting organization

Graphic Designer, Vuclip, Milpitas, CA (project basis: 8/11-09/2013)

- Design and create monthly and quarterly Global Video Report (GVI)
- Design web banners for video channels

Graphic Designer, eandi Design, San Jose, CA (4/11-9/11)

- Designed greeting cards, including production of card files for online web sites (ie: Kodak, Shutterfly, Simply To Impress)
- Production of wedding invitation packages
- Wrote and contributed design blog entries

Marketing and Communications Director, Decathlon Club, Santa Clara, CA (9/03 – 6/09)

- Designed and created all Club marketing and event collateral, including a monthly newsletter and e-mail newsletter, and promotional fliers for Club programs, events and fundraisers
- Maintained and constantly updated Club website to ensure current information and graphics
- Worked directly with outside print houses and direct mail centers to create print schedules and deadlines
- Designed digital signage screens for internal marketing on lobby television system
- Designed banners and buttons for online ads to promote Club on various websites

Art Director, Silicon Valley / San Jose Business Journal, San Jose, CA (1/00 – 4/03)

- Designed and created display ads for clients, as well as in-house marketing and event materials
- Worked closely with clients and sales representatives throughout all stages of ad design campaigns
- Collected and prepared outside ads for outside printers (pre-flight process)
- Trained incoming designers and production staff on process and programs

Graphic Designer, PC Computing Magazine, San Francisco, CA (11/94 – 6/99)

- Designed magazine layouts and feature openers, and created page layout and typography
- Designed icons, spot art, graphs and charts for various magazine sections
- Served as Art Director at photo shoots, including all scheduling and deliveries

SKILLS

Mac and PC/Windows platforms
Adobe Creative Suite
PageFlex Studio
HTML
AWeber
Enfocus Pitstop and Switch
Shopify and Shogun
Social media marketing

Quite Hot Imposing
QuarkXPress
Microsoft Office
WordPress
Oneflow
Constant Contact
Klaviyo
Copy writing and proofreading

EDUCATION

Stanford University, Continuing Studies Program (2012 – 2017)

- Creative writing, HTML, web design, Italian I and II, social media marketing courses

Bachelor of Arts, Fine Art, California State University Hayward, CA (1993)

Associate of Arts, Art, Ohlone College, Fremont, CA (1990)

Diploma, Interior Design, Brooks College, Long Beach, CA (1987)