

E L I Z A W E E

e | ewee@dogmo.com

w | dogmo.com

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Q U A L I F I C A T I O N S

- Thorough understanding of both web and print processes.
- Excellent knowledge of software, platforms, and web technologies.
- Strong project management, user interface, and information architecture skills.
- Comprehensive knowledge of HTML, JavaScript, graphics, and layout software.
- Strong written, verbal, and organizational skills.
- Strong conceptual and typography skills.
- Over 10 years of experience in online and print media.

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W O R K E X P E R I E N C E

### **Assistant Production Manager**

PC World, GamePro, Macworld | San Francisco, CA

Jan 2003 – present

- Design Flash banners and promotional graphics for PCWorld.com and Macworld.com.
- Design print advertisements for PCWorld Test Center and PCWorld/Macworld Marketing.
- Responsible for converting workflow from TIFF/TIF/P1 to 100% PDF/X-1a.
- Provide prepress, proofing, and troubleshooting for three publications and additional quarterly guides.
- Responsible for all aspects of traffic--advertiser contact, file troubleshooting, printer liaison, proofer maintenance, financial/paperwork checks. Zero production makegoods in over 5 years.
- Proficiency: Mac OS, Windows, InDesign, Illustrator, Photoshop, Excel, Word, Acrobat, Pitstop, XML, XHTML, CSS, Javascript, JQuery, Flash, CMS (Tortoise SVN, SCPlugin, plus in-house tools).

### **Senior Online Designer**

PCWorld.com | San Francisco, CA

June 1999 - Dec 2000

- Web and Print Design, HTML, Javascript, Information Architecture, Graphics.
- Involvement at all levels of research, development, and design for PCWorld.com and its network of sites.
- Supervision of production artists and outside contractors.
- Development of training and assessment program for entry-level production artists and designers.
- Technical liaison for the Business Development, Audience Development, and Online Marketing staff.
- Responsible for consistent branding within all collateral materials from print and online advertising to co-branded sites and new products.

### **Designer and Illustrator**

dogmo.com | Oakland, CA

Jan 1993 - present

- Adept at creating client-specific solutions for a variety of design problems.
- Design, information architecture, and user interface of websites.
- Illustration and design for iPhone apps.
- Logo development, design, and illustration.
- Over 15 years experience with both traditional and digital media.
- Design, illustration and photography for print and online publications.
- Exhibitions include APAture 2002 and 2004, g1 studios 2003, and Oakland Open Studios 2007.

### **Treasurer and Mural Artist**

Precita Eyes Mural Center | San Francisco, CA

June 1997 - Oct 2000

#### **Treasurer, Board of Directors**

- Responsible for the business and operational decisions for a community-based arts organization.
- Administration of over \$250,000 annually.
- Implementation of a Capital Campaign to raise over \$500,000.
- Member of the Marketing/Development Committee and the Capital Campaign Committee.

#### **Mural Designer and Painter**

- Participating artist on several murals throughout the San Francisco Bay Area.
- Responsible for all levels of planning, design, color consultation, illustration, and painting.
- Organization, publicity, and supervision for community paint-ins involving over 300 volunteers.
- Presentations with the Arts Commission, Parks and Recreation, and the Chinatown Resource Center.

### **Marketing Communications Coordinator and Graphic Designer**

DiCon Fiberoptics, Inc. | Berkeley, CA

Feb 1998 - May 1999

- Website design, Information Architecture, HTML, and Maintenance.
- Programming and content of web-based marketing materials.
- Development of graphic elements and user interface for 125 page corporate website.
- Design of Advertisements, product catalogs, packaging, tradeshow graphics, and corporate identity.
- Allocation and implementation of over \$350,000 annually.
- Negotiations with publications generated over \$20,000 in savings.
- All level of conference services: Tradeshow marketing, planning, coordination, and execution of events.
- Mechanical diagrams, file conversions, and software support.

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## **E D U C A T I O N**

Bachelor of Arts, Fine Arts

Amherst College | Amherst, MA

Sept 1988 - June 1992

- Established strong foundation in Fine Arts.
- Main topics explored included painting, printmaking, and illustration.
- Additional concentration in Geology.