

Proverbial Ink

JULIETTE HEYDENRYCH

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STATEMENT

Seeking to develop sustainable business, strong communities and positive cultural experiences through design, consulting & art direction.

EDUCATION

University of Oregon. 2001-2003.

Diverse coursework in business, philosophy, archaeology, Spanish & anthropology.

Portland State University. 2003-2006.

Bachelor of Arts in Graphic Design.

Pacific Northwest College of Art. 2007.

Adult continuing education courses in typography, printmaking & letterpress.

Portland Community College. 2007-2008.

Adult continuing education courses in business, yoga & BRT.

CAPABILITIES

Print and Web Design.

Design solutions for small and large scale campaigns, web-based graphics, sites and advertisements.

Identity Development.

Corporate Identity development and related collateral including logo design, business cards, documents, stationery and signage.

Marketing and Research.

Analysis of analytics & SEO, co-development of strategy, campaigns and promotion.

Strategic Design.

Leading clients towards better business through an ever-growing knowledge base of marketing, branding, design, and technical know-how.

TECHNICAL PROFICIENCY

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Acrobat Professional

Adobe Dreamweaver

XHTML, CSS

Microsoft Office & Entourage

Blogger

Google Adwords

Google Analytics

Social Media (Facebook, Twitter, LinkedIn)

Search Engine Optimization

EXPERIENCE

LaDifference, Inc. 2008-Current.

In house graphic design, webmaster & marketing liaison.

Loti Corporation. 2007-2008.

In house design, rebranding, marketing & research.

Selected Clients. 2005-Current.

Citizens Market (non-profit). Boston, MA.

Energy Works. Richmond, VA.

Better Afters. Centreville, VA.

PSU Theater Department. Portland, OR.

The Avatar's Lair. Hillsboro, OR.

Goose Hollow Gardens. Portland, OR.

The Goose Inn, Portland, OR.

Additional Experience. 1996-2007.

Retail management (4 years) and customer sales (11 years) through various employers.