



ANNE PENNYPACKER

ILLUSTRATION & more*

* Graphic design, photography, Social Media



How I Work:

Requesting an illustration or design project is like picking something on a menu- as the "cook", I want to be sure my final product is a delight to your taste buds - I'm not going to expect you to enjoy something you didn't even order! It's a clear and easy process with me!

- 1 You call me, and we discuss your ideas, timeframes and budget.
- 2 I send you a contract including all details covered in our conversation, especially deadlines and budget, we both sign and I begin!
- 3 We narrow things down to a very specific concept: I research your competitor's similar materials, share them with you to see what you (dis)like and you can send me visuals you prefer, as well.
- 4 I present you with thumbnails of multiple ideas- you tell me which you prefer and what changes you'd like.
- 5 I then present you with rough mock-ups, you tell me which you prefer and what changes you'd like. I stand by feverishly taking notes, as I care that you approve the final product!
- 6 I present you with the final product, and if this is a print job, you sign off on it one final time before sending the files off to the printers. If you simply want the file on a cd, it can be delivered right away!

Resume:

I'm seeking an illustrative design position in a company where I can utilize my graphic and creative skills to produce a variety of quality final print and web products.

4/11-Current **Freelancing Graphic Designer, Illustrator and Photographer**

- Produced print materials and websites for various companies

12/10-4/11 **Graphic Design and Marketing Specialist**

Bank of Marin

- Produced advertising materials for both print, web and eNewsletter
- Utilized my photographic skills to update portraits, location and event photography

3/10-12/10 **Junior Designer and Production Coordinator**

Bothwell Marketing

- Created new ads and ran pick up advertisements, proofread and ran revisions

9/08-3/10 **Marketing & Design Assistant**

Marin Symphony

- Increased marketing materials by creating fliers, advertisements, brochures and program inserts

5/07-12/07 **Production Design Assistant & Production Coordinator**

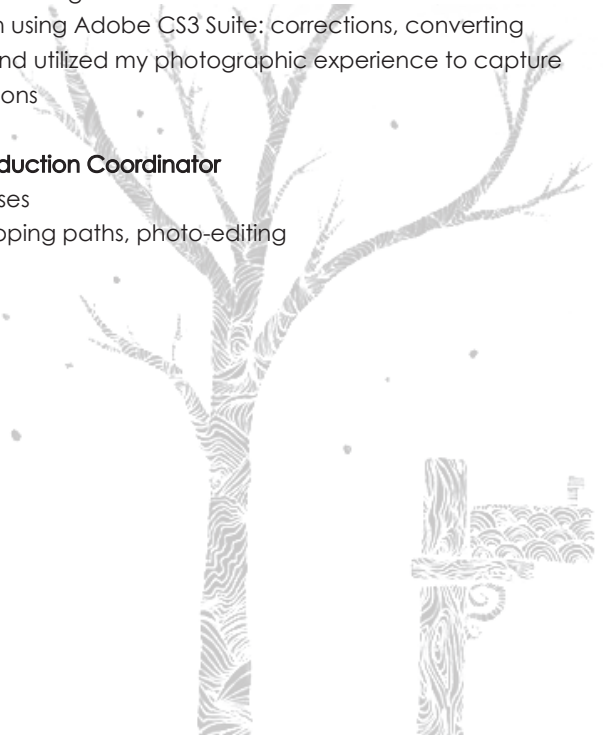
Palace Press Publishing

- Assisted in production design using Adobe CS3 Suite: corrections, converting images, and upload to ftp and utilized my photographic experience to capture needed images for publications

10/05-11/05 **Graphics & Production Coordinator**

Express Enterprises

- Misc tasks of cleaning up clipping paths, photo-editing



skillset:

- **Adobe CS3, 4, 5 Suites:** Advanced in Photoshop, Illustrator, InDesign, and Intermediate in Dreamweaver, HTML and CSS, Flash. Also iMovie.
- **Photo-editing:** color correction, image cleaning, sharpening and selective item removal, etc.
- **Illustration:** in traditional media, in Photoshop and in Illustrator
- **Professional Photographer:** both B&W and color (darkroom & digital)
- **Rendering with multimedia:** acrylics, pencils, oils, watercolor, charcoals, pastels, pen, oil pastels

Education:

- **2009-Winter 2011:** Santa Rosa Junior College: Graphic Design Certificate program
- **2006-2008:** California College of Arts, SF: Introduction to Graphic Design, Rapid Viz Sketching
- **2005-2006:** College of Marin: InDesign I, II & III, Watercolors, Abstract acrylics, Anatomy Drawing I & II, Dreamweaver I, II & III
- **2000-2004:** University of California, Los Angeles, June 2004, Bachelor of Arts in Art History, Minor in Anthropology, studied color Photography and Sculpture



ANNE PENNYPACKER'S
RYPE IDEAS
rypeideas@gmail.com | rypeideas.com
(4 1 5) 3 0 2 - 9 4 2 3

