

Jennifer Schrader

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Experience

Dirt & Digital

Owner, April 2005–Present

- ♦ An entrepreneurial photography, marketing and graphic design business. Local clients include Realtors, service-oriented businesses, non-profit organizations and retailers.
 - Photo shoots, photo staging, processing and filing photos for ease of use utilizing Adobe Photoshop and Adobe Bridge
 - Design Conceptualizing
 - Design and print flyers, brochures, post cards, and other marketing materials utilizing Adobe InDesign and Illustrator
 - Web site design and development using Dreamweaver, and Flash. Familiar with HTML and CSS based web design.
 - Data is backed-up and old files burned to DVD for long term storage.

The Union Newspaper

Special Sections Designer, October 2000–December 2004 Full-time

- ♦ Develop and manage multiple special advertising sections.
 - Cover layout and design
 - Advertising layout
 - Interfacing with production department to ensure on-time delivery to press
 - Oversaw publication through to press to ensure all photos, text and ads print per specification.
 - Editorial layout in Quark
 - Editorial changes

Freelance Experience - SID Graphics

The Anvil's Ring, full gloss magazine, June 2002–April 2005 Part-time,

The Voice Magazine, newsprint magazine, April 2003–January 2004 Part-time

- ♦ Developed and managed quarterly magazines.
 - Duties included cover layout and design
 - Editorial layout in Quark
 - Ad design and tracking
 - Scanned and prepared photos for half-tone or color reproduction
 - Timely revisions to magazine and ads after client's proofreading
 - On time printing with quality control

Sonoma & Mendo-Lake Parents Journal

Production Manager and Art Director, April 1996–April 2000 Full-time

- ♦ Developed and managed monthly production of two magazines.

Education

University Of The Pacific, Stockton, CA

Bachelor of Fine Arts, Graphic Design, December 1995

Selected Courses

- ♦ Graphic Design
- ♦ Illustration
- ♦ Photography
- ♦ Production
- ♦ Computer Graphic Design for Publication
- ♦ Computer Graphic Design for Topography and Illustration

Collegiate Honors

Dean's List, 1992-1995

References available upon request