

Resume

Brenda C. Henze

www.henzedezines.com • Cell: 570-768-6394

E-mail: greeniz@henzedezines.com • Campbell, California

GRAPHIC DESIGNER • ART DIRECTOR • PRODUCTION ARTIST • WEB DESIGNER

SUMMARY:

- Completed graphic design projects ranging from: print - collateral, brochures, tradeshow graphics; web - banners, flash animations, optimizing images; and digital signage - automotive window film, chamber of commerce expos, grocery store signage; as well as performed tasks with prepress and film applications
- Art director in charge of USA Today campaign for Vacation.com working with clients such as Holland America, Club Med and Princess Cruises
- Established professional relationships with my clients and co-workers and maintained good rapport with vendors from many medias: printers, newspapers, radio

COMPUTER SKILLS:

- Expert on the Mac and PC with a multitude of programs. These programs include, but not limited to: CS Suite, Photoshop, InDesign, QuarkXpress, Illustrator, Scala, and Acrobat. Proficient in Word, Excel, PowerPoint, Final Cut Pro, Dreamweaver, Flash, iDvd, Motion, LiveType, Compressor, Freehand, Fireworks, Fetch, Premiere, and iPhoto. Good working knowledge of HTML, CSS, SEO, E-Commerce, BBEdit, GoLive, Sound Edit, Soundtrack, After Effects and iTunes
- Experienced in social networking, techniques and programs, for advertising and marketing purposes as well as personal growth

MANAGERIAL AND SUPERVISORY SKILLS:

- Proved multi-tasking abilities by scheduling and supervising staff while producing design work for clients
- Served as right hand to managers and owners of companies as an administrative assistant while maintaining my initial position

CUSTOMER SERVICE AND SALES SKILLS:

- Interacted with clients and utilized excellent organizational skills to arrange and deliver projects to vendors on time
- Maintained excellent rapport with vendors, building professional relationships
- Provided company services for new clients and advised current clients on other products
- Generated leads at trade shows for senior sales staff and engaged potential clients with company products

EXPERIENCE:

Art Director/Graphic Designer - Aim Digital Visions, Lewisburg, PA 2002-2009 570-522-9200
Creative design work, managed work of several accounts from start to finish simultaneously. Supervised and trained 2 junior staff, personally communicated with vendors and clients on a daily basis. Design projects included: print work, motion and still graphics for digital signage and web development.

Art Director/Graphic Designer - Lum & Associates Inc., Babylon, NY 2000-2001 631-661-4652
Art director in charge of USA Today campaign for Vacation.com, creative design work, and supervised freelance designers. Fulfilled project goals from beginning to print. Created individual units, coordinated information, communicated with clients one on one on a daily basis, examined proofs and sent art electronically to USA Today. Creative work done for: Vacation.com, Holland America, Westin Resorts, Ambiance Vacations and Classic Custom Vacations

Freelance Graphic Designer - DoubleDay Publishing/Bookspan, New York, NY 1999-2000 212-651-7400
Book club design and production. Produced direct mail pieces

Graphic Designer - Win-Holt Equipment Group, Syosset, NY 1997-1999 516-222-0335
Designed all in-house work from concept through production; flyers, business cards, invitations, product sheets, tradeshow collateral and customer presentations

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EDUCATION:

Long Island University, C.W. Post Campus, Brookville, NY • M.A. in Interactive Multimedia Arts, GPA 3.6
Long Island University, C.W. Post Campus, Brookville, NY • B.F.A. in Graphic Design, Magna Cum Laude

FREELANCE/CONSULTING CLIENTS:

Waterside Graphics, Denise DiGiovanna • Greco's On The Fly, Brett Greco, <http://www.grecoonthefly.com> • ThePointBarn/
Edelholz, Dick Cornell, <http://www.thepointbarn.com> • M. Butche Productions, Clyde Bunce, <http://www.mbutche.com> • KSM
Log Homes, <http://www.ksmloghomes.com>

SEMINARS/CONTINUING EDUCATION:

Dreamweaver 8 Penn Tech - Williamsport **February 2006**, Cartooning with Flash - Penn Tech - Williamsport
March 2006, Online courses through Lynda.com **2009**

AFFILIATIONS: Long Island Web Developers Guild, Central PA Mac Users Group

COMMUNITY:

-2009, 2008, 2006 - Judge for CSIU Computer Fair
-2008, 2006 - Mentoring youth through job shadowing, Milton School District
-2008 - Bridal Show at Watson Inn for Lewisburg Bridal (support staff)
-2008 - 2006 - Graphic design work for: Breast Cancer Society, Pilates at Heartline; OCB Bloomsburg; Cancer
Society, Adult Prom at Lewisburg Hotel; EOS Therapeutic Riding Center Charity Dinner