

## **SALLY ARMSDEN**

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**Innovative graphic designer passionate about contributing experienced, cutting-edge visual concepts to your creative team. I produce the highest level of design, using the latest software.**

### **EDUCATION**

Bachelor of Arts in Advertising, Southern Methodist University, Dallas, TX  
Graduated Cum Laude

### **QUALIFICATIONS**

Adobe InDesign CS5  
Adobe Illustrator CS5  
Adobe Photoshop CS5  
Quark XPress +  
Completed an Advanced Design course in Spring 2008 to update and refine design skills  
Attended various design workshops to improve my design knowledge

### **RELATED SKILLS**

7 years of experience creating marketing and advertising materials in diverse print and electronic media  
Vast experience working with fine arts media, including printmaking, oil painting, watercolor, and collage  
Proficient in Microsoft Office Software, including Word, Excel, Outlook, and Power Point  
Working knowledge of French and Spanish language  
Hands-on experience in club and DJ promotion

### **EMPLOYMENT**

#### **Nov. 2010-July 2011      *Graphic Designer/ Visual Merchandiser/ Manager, Turtle***

*In addition to running Turtle, an upscale South End clothing boutique, I managed all visual collateral for the store and Turtle brand.*

- Designed email fliers for all store promotions, sales, newsletters, and designer trunk shows, which were sent out to over 600 Turtle shoppers and various media outlets
- Designed all store signage
- Assisted store owner in creating store window displays and creating new, edgy looks for store mannequins
- Helped pick out new clothing lines for the store
- Kept up to date on latest fashion trends and emerging designers

#### **March 2010-June 2010      *Graphic Designer, Raw Art Works***

#### **March 2011-June 2011**

*I was chiefly responsible for graphic design of Raw Art Work's annual fundraiser: BASH Party with a Purpose.*

- Created full-color ads that were published in a local newspaper with a viewership of at least 20 towns in Massachusetts
- Put together fliers, posters, schedules, and other promotional materials for Raw Art's fundraiser, which were sent out to over 400 donors
- Designed online tower ad for the fundraiser that was posted on a local news website, significantly raising awareness of Raw Art's fundraiser

#### **March 2004-March 2010      *Custom Sales Graphic Designer, The Boston Beer Company***

*I produced highly visual graphic designs and reproduction-quality artwork for the largest American-owned brewery in the US.*

- Created Samuel Adams advertising and marketing materials, including logos, brochures, posters, banners, and sell sheets
- Provided original, creative design solutions to meet diverse client needs
- Brainstormed visual ideas, which became creative tangible solutions for local and national accounts
- Successfully handled multiple major promotions simultaneously which were delivered on time and within budget
- Solved difficult and unexpected problems resulting in a strengthening of work relationships
- Developed close relationship with vendors and sales representatives, enabling jobs to become more streamlined and well designed while staying within budget, thus saving the company money

**Oct. 2005-Nov. 2009      *Freelance Designer for various clients***

Sonar Event Services

- Developed brand identity and designed fliers, e-fliers, posters and business cards

Wonderbar Bar and Grill; Goodlife Club and Restaurant

- Created fliers, e-fliers, and posters, which led to a significant rise in business

Southern Nazarene University

- Designed brochure promoting certain university courses, drastically increasing enrollment in courses
- Gathered vast quantities of text and condensed into an easy-to-read promotional item

Multilingual Communications Services

- Conceptualized and designed company brochure
- Sketched and illustrated icons for brochure
- Gathered vast quantities of text and condensed into an easy-to-read promotional item

**Sept. 2003-Oct. 2003      *Graphic Designer, Internship, Sonic Circus***

- Designed company business cards
- Created visual concepts to help design company catalogue

**Aug. 2000-May 2003      *Ad Designer, Southern Methodist University's 'Daily Campus'***

- Created ads for local businesses wishing to market to SMU students
- Worked directly with clients to develop strategic campaigns for a targeted market
- Attended numerous courses on design software

**Aug. 2002-Dec. 2002      *Lead Designer for the student website***

- Drew out extensive compositions for main page design which were implemented into web site
- Drew icons in Illustrator for the special section of each web page