

Charlotte Markward

2650 E. Ann St.

Philadelphia, PA 19134

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Objective

I am a dynamic, creative, goal-oriented designer. To me, there is nothing more enjoyable (and important) than the creative, problem-solving aspect of design. before anything, design is about message and clear communication.

Education

Tyler School of Art Campus (Temple University) Elkins Park, Pa

Graphic Design, Dec., 1998

Other Course work

Delaware County Community College Media, PA

Graphic Design, May 1996

Kutztown University Kutztown, PA

Fine Arts, May 1994

Professional Experience

- Freelance Philadelphia, Pa

Graphic Designer 10.03 — current

Initially, took small assignments — mainly used for more experimental design such as that for club events, DJ flyers and free (or low-charge) work for personal acquaintances. Currently moving forward with a complete freelance business. Offer: logos, website design, menus, brochures, signs, etc. as well as marketing strategy and implementation as well as promotional products.

- Creative Strategy Group Newtown, Pa

Graphic Designer 07.04 — 05.08

Full-service agency with a strong focus on annual reports and marketing collateral as well as corporate identities, brochures, logos, website, etc. In addition to this, duties also included overseeing a bi-monthly publication and create and shape marketing strategies, including generating taglines. I would oversee every stage of the design process — from sketch and fact-finding to hand off to printer. The development and implementation of these solutions was based on analysis and research of client's need and expectations. Organize files for output. Recommend and/or install necessary technology upgrades, such as software, hardware, fonts, etc.

- LF Banks + Associates Philadelphia, Pa

Graphic Designer 10.98 — 07.04

Create corporate identities, web sites, brochures, signage, etc. Oversee every stage of the design process — from sketch and fact-finding to hand off to printer. Develop and implement solutions based on analysis and research of client's need and expectations. Organize files for output. Recommend and/or install necessary technology upgrades, such as software, hardware, fonts, etc.

Qualifications

- Solution-oriented. I work backwards from the desired outcome to the most effective solution.
- Excellent communication, interpersonal and organizational skills.
- Quick learner — able to grasp new concepts, ideas and methods.
- Energetic and self motivated.
- Ambitious and flexible, with the know-how to adapt to changing environments.
- Ability to work effectively both independently and in team situations.
- Excellent computer skills not only for important design software such as InDesign, Photoshop, Illustrator, Quark and PowerPoint, but for troubleshooting and maintenance as well.
- Capacity to apply knowledge to other related areas. Example: using my skills in 1 particular software program (such as Freehand) to another related program (such as Illustrator). This ability is invaluable in today's technology market where favored programs change year after year.

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Awards/ Publications

Cool Homepages (www.coolhomepages.com) — 2008

Listing for C*Markward Design (www.cmarkwarddesign.com)

Outstanding Advertising Readership and Response Award — 2002

Modern Paint and Coatings Magazine

Rohm and Haas Maincote HG-86 advertisement

Neographics Award: Franklin Award- 2001

PA Turnpike Commission Annual Report

The Gateway School Brochure

Global Corporate Identity (Design Book) — 2002

Logo for Dr. Aaron Shapiro Facial Surgery Center

Absolutely the Newest Logos (Design Book) — 2002

Logos for

Dr. Aaron Shapiro Facial Surgery Center

Xcessories, Inc.

Pine Brook Apartments

References

Available upon request.