



## SKILL SET SUMMARY

Adobe Creative Suite CS3  
HTML, CSS, web graphic optimization  
Proficient in both Apple and Microsoft operating systems

## EXPERIENCE

CROCKER ART MUSEUM, SACRAMENTO, CA  
SENIOR GRAPHIC DESIGNER, MARCH 2006 – PRESENT

- Designed and produced Museum's marketing materials for print including a quarterly magazine, advertising and exhibition related collateral for more than 9,000 members.
- Created environmental display graphics for street poles, bus backs, large scale banners and informational signs.
- Designed and implemented a new addition to the current website and supporting graphic illustrations highlighting the Museum's \$10M expansion plans. Also designed and printed brochures and invitations to support this fund raising effort.
- Researched printing options and attended press checks and proofs with vendors to insure quality and consistency.
- Collaborated with internal clients to create engaging and well designed promotional pieces such as invitations, flyers, direct mail and promotional materials.
- Demonstrated knowledge of prepress best practices and consulted with vendors in paper selection and pricing.
- Designed custom ad campaigns promoting current exhibitions and special events.
- Supervised one part-time assistant on various production projects of Museum collateral.
- Designed and produced custom Museum Store product including postcards, greeting cards and magnets.
- Photographed artworks and retouched images of Museum events from photography volunteers, ensuring accurate color and exposure.
- Managed design projects ensuring timely and accurate delivery of finished materials.
- Printed, trimmed and finished in-house produced materials and mock-ups for approval and feedback from Museum staff.

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MARK HEBERT GRAPHIC DESIGN, SACRAMENTO, CA  
PRINCIPAL, SEPTEMBER 2004 – PRESENT

- Created a variety of logos and business cards for several start-up businesses.
- Typeset and redesigned the Sutter Club hardbound book, published originally by the Sutter Club in Sacramento, CA.
- Designed brochures, invitations and marketing materials for Alliance Bank of Arizona, BankWest of Nevada and Torrey Pines Bank, subsidiaries of Western Alliance Bancorporation in Las Vegas.
- Created posters and postcards for Rubber Teeth, a performing artists group based in Portland, OR.
- Designed a CD case, label and liner notes booklet for jazz musician Ross Lossing.

POWER TRAININGS INTERNATIONAL  
CREATIVE DIRECTOR, APRIL 2004 – SEPTEMBER 2004

- Directed the visual look and feel of all marketing materials as an in-house designer for a start-up company.
- Designed brochures, inserts, letterheads, workbooks and accompanying literature for all marketing materials.
- Developed branding standards for each specific product and service.
- Printed, trimmed, and finished all materials,
- Updated web site to include a Flash-based splash page.

INTERNSHIP

CAROL SOGARD, VISUAL THINK  
ART DIRECTOR, AUGUST 2004 – OCTOBER 2004

- Designed and implemented the American Institute of Graphic Arts, AIGA 100 Show Awards Book for 2003 and 2004.

AWARDS

2004 University of Utah Student Art Exhibition Poster Contest

CCS Fund Raising, President's Award, Silver, for Crocker Art Museum's Capital Campaign Brochure 2007

EDUCATION

University of Utah, Salt Lake City, BFA, Visual Communications, 2005