



Monika Cancilla *Graphic Design*

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FREELANCE DESIGN AND DESIGN STAFF EXPERIENCE: 2004 - PRESENT

Inge Christopher/Whiting & Davis - San Rafael, California

Designed and coordinated all graphic design and photography projects for a high-end handbag company. Refined my skills in photography, photo-editing, website management, and printing. Attained knowledge of the fashion industry, including seasonal markets, materials, manufacturing procedures, and handbag design.

GPA Media - Berkeley, California

Art Directed and managed the design department for a small start up company. Designed everything from advertisements for local businesses to 20 entire notebooks. Communicated with many clients, including local and national businesses, as well as about twenty California Universities.

Palace Press International - San Rafael, California

Assisted designers, copy editors, and the art director in producing limited edition coffee table books. Gained extensive knowledge of the book publishing business and learned about the process of designing and printing high end books.

Bytes 2 Print - Berkeley, California

Art Directed and managed the design department. Designed the corporate identity and website. Developed broad knowledge of HTML and the program NetSuite.

Energy 92.7/KNGY-FM - San Francisco, California

Designed monthly e-mail Blasts to be sent to over 15,000 people. Acquired skills of slicing and linking images in Photoshop for web use.

East Bay Express - Emeryville, California

Designed advertisements for many local businesses to be printed in an small weekly newspaper. Refined my knowledge of the program Quark Xpress.

Landor Incorporated - San Francisco, California

Designed packaging and graphics for several brands, including the Coors Brewing Company, the Keystone Brewing Company, The National Football League, The New England Patriots, and Georgia State University.

References available upon request. Information for smaller jobs/clients not mentioned above is also available.

CLIENTS:

I have worked with well known brands and organizations, such as

- Industrial Light and Magic
- National Football League
- Geico
- Sketchers
- Over 20 UC and Cal State Universities
- Coors Brewing Company
- The New England Patriots
- Crest
- Rock the Vote
- Whiting and Davis

SOFTWARE SKILLS:

Depth of design software includes over 10 years of experience with Illustrator, Photoshop, InDesign, Quark Xpress, Extensis Suitcase, Streamline, and Microsoft Word, and over 4 years of experience with Dreamweaver, HTML, Excel, Outlook, and NetSuite.

DESIGN SKILLS:

Extent of design background includes varied media, such as package design, corporate identity, book design for large publishers and also for individuals, newsprint advertising, photography, email announcements of radio programming, and advertising collateral for small local businesses. As an educated designer, I also have extensive knowledge of typography, color theory, layout, research and development, conceptualization and problem solving.

EDUCATION:

Academy of Art University - San Francisco, California

September 2000 - May 2004

Earned a Bachelors Degree in Fine Art with a focus in Graphic Design