

Cheryl Beth Redick

135 Price Street ■ London, ON ■ N5Z 2J4
519-701-5888 ■ www.cherylredick.com

■ GRAPHIC DESIGNER

Making a difference by delivering solid results in Web, Print, Motion and all aspects of Graphic Design.

■ EDUCATION

Advanced Graphic Design Diploma (three years) Fanshawe Community College (London, ON)	2010
Interior Decorating Diploma (Presidential Honours; six months) Westervelt College (London, ON)	2003
Creative Writing Course (one year) by Francesca Newton-Moss (Vancouver, BC)	1999
Office Administration General Diploma (one year) Fanshawe Community College (London, ON)	1993

■ SUMMARY OF QUALIFICATIONS & SKILLS

- Create original logos, magazine/newspaper ads, websites, packaging, stationery such as letterhead and business cards, brochures, newsletters, posters, postcards, billboards, banners, various types of ads and all graphic design solutions including social media.
- Utilize Adobe CS3 to CS6: Photoshop, Dreamweaver, Illustrator, Fireworks, InDesign, Corel Painter, After Effects, Flash, QuarkXPress. PC / Mac.
- Successful at creating a marketing/image campaign for a company which included logo, mascots and a marketing strategy with multiple design vehicles.
- Experience designing websites to fit specific needs for individual clients using motion graphics, videos, photo galleries, forms, etc., using different website techniques and platforms such as CSS, PHP, HTML/DHTML, Javascripts/Jquery, CMS and WordPress.
- Over ten years experience in office administration with expertise in MS Office: Excel, Word, PowerPoint, Outlook, Access, Publisher, Frontpage, etc.

■ GRAPHIC DESIGN EXPERIENCE

Alarmtech Systems For Life (London, ON) 2014–Current
Graphic Designer/CSR

Currently building and managing a 'Social Media' presence. Writing blog and newsletters. Creating and managing multiple marketing vehicles including digital signage, client packages, banners, newspaper and magazine ads. Overseeing website (involves posting updates, layout changes, creating banners and ads—motion/static). Customer service duties (including assisting customers with key holder updates, sales intake, selling batteries and various administrative functions as required).

TansyWaySide (Vancouver, BC/London, ON) 2008–Current
Owner/Operator www.tansywayside.com; cheryl@tansywayside.com

As a graphic designer, I have managed many companies' design needs by targeting their market audience and developing plus assessing best possible design solutions to make their business stand out and increase sales. I've created many designs for local companies such as a Denturist, Sports Medicine Clinic, Realtor, Party Planner and Oil Analysis Company.

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Sutton - Premier Realty on behalf of PJ Cheema (Vancouver, BC) via TansyWaySide (London, ON) Graphic Designer **2011–Current**

Assists Real Estate Agents with their graphic/marketing needs. Designing multiple marketing materials: bench ads, signs, news/mag. ads, flyers, feature sheets, brochures, e-newsletters, letterhead and more. In charge of creating 40 page Seller's/Buyer's Guide including design, rewriting, editing, proofing and printing. While in Vancouver, wrote video scripts, MLS listings and co-wrote newsletters. Oversaw pictures/video tours at clients houses. Prepared MLS listings and contracts.

The Pampered Kids Company via TansyWaySide **2010–Current**

Currently manage all additional design needs and website updating/hosting. Worked closely with client to create a cohesive design process via multiple vehicles. Created brand identity, designed logo and graphics, marketing strategy (ex: mascots and ads), website design that has ad banners and motion graphics, business card, brochure, flyer, poster, etc.

Thames Valley Children's Centre via Spherion Staffing Services (London, ON) Graphic/Admin. **2011–2012**

Utilized graphic design skills for creating brochure's in several departments within TVCC and oversaw print preparations with print shop. Taught basic practices in Photoshop and InDesign as well as how to prepare files for print. Assisted TVCC with administrative duties that involved time management, multi-tasking and coordination between different departments. Processed reports in database. Created word docs and excel spreadsheets.

University of Western Ontario (London, ON) Graphic/Admin. **2006–2009**

Updated internal webpage via Frontpage. Proofread student bursary thank you letters. Compiled and edited info. for brochure publication. Collaborated with team to prepare and book trips for President. Admin. and Reception duties. Used People Soft database.

Furniture and Graphic Design via TansyWaySide (Vancouver, BC/London, ON) **2001–2008**

Made furniture pieces to fit into individuals' lifestyle's via redesign of existing pieces. Created new designs tailored to their unique styles in accordance with trends. Marketed business via website design, business cards, flyers and networking with retail businesses.

■ **ADDITIONAL EXPERIENCE**

Spherion Staffing Services & Temp. Services (Vancouver, BC/London, ON) Office Admin., Reception, Clerical, Sales, Intake Counselor, Telemarketer **1993–2012**

Created reports and spreadsheets, typed correspondence, prepared invoicing, managed petty cash, accounts payables, data entry, customer service, sales, reception, filing, courier, faxes, mail, machine maintenance and other related office administrative duties.

March of Dimes via Kelly Services (Intake Counselor): Client troubleshooting and follow up to ensure customer satisfaction. Sent and maintained accuracy for 'grant letter agreements' and invoices, processed and organized new files in Navision database. **2006–2008**

REFERENCES AVAILABLE UPON REQUEST