

# SHARLA GILLARD

SENIOR ART DIRECTOR

ONLINE PORTFOLIO:

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RESIDE IN DOWNTOWN

ARLINGTON HEIGHTS, IL

## SUMMARY

Over 9 years of diverse design experience spanning all audiences, channels and media; particular emphases in branding, interactive, merchandising, exhibition, and collateral.

## SKILLS

**Computer Systems:** Comfortable on all Mac and most PC platforms

**Computer Applications at Advanced Level:** CS Design Standard, Flash, QuarkXPress, and basic Microsoft Office

**Programming Languages:** CSS, HTML, and basic Javascript and PHP

## WORK EXPERIENCE

2007 - 2009, Art Director

LM2 Advertising Agency, Northbrook IL

- Provide senior-level creative guidance for diverse client roster
- Supervise multichannel message development for print and Web
- Liaise between client, account staff, and junior designers
- Present creative and rationales to client in support of account staff

2006 - Present, Owner

Freelance Design Services, Oakland CA

- Established start-up creative agency in competitive market
- Specialized in print and interactive design, branding, and strategy
- Client accolades help grow business and expand roster

2004 - 2006, Independent

Freelance Photography, International

- Over a 1-year, self-financed overseas photography expedition
- Built large portfolio of exotic photography from 10 countries
- Connected with a network of international creatives
- Thousands of exclusive, production-ready photos on file

2003 - 2004, Prepress/Designer

Excel Graphics Printing, Alameda CA

- Originally hired as pre-press artist but quickly filled creative role
- Hand-on experience in creating logos and other marketing elements
- Supervised production model changeover from plate to digital
- Gained a thorough knowledge of the entire print production process

2001 - 2003, Designer/Team Leader

MStyle Custom Embroidery, San Francisco CA

- Created original art for use in custom embroidery and upscale textiles
- Creative work was featured in showrooms, trades, and magazines
- Position expanded to include all company marketing and branding
- Managed creative process from kickoff meetings to final presentation

## EDUCATION

Bachelor of Arts in Vis Comm, Southern Illinois University, Carbondale

Advanced Levels of Multimedia, Learn It, San Francisco CA