

Yasmin Amer
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650 255 6421



graphic designer

I am a creative, high-energy, passionate designer with 8 years of progressively challenging experience. A skilled leader that delivers innovative, effective, and timely strategies while balancing a complex load of tasks and projects. Expert at creating stunning work with proficient knowledge of:

- Mac and PC platforms
- Pre-press production
- Precision mock-up creation and environmental model crafting
- Composition and typography with an excellent eye for detail,
- Spanish, both written and spoken fluently

Software

Adobe InDesign, Illustrator, Photoshop, Acrobat, and Microsoft Office with working knowledge of HTML, CSS, Flash, and Dreamweaver

Professional Experience

Freelance Graphic Designer — August99 – present

Clients: Safeway, Covad, Adaptec, Applied Materials, Mad Dog Design, Creative Focus

Design corporate identity, trade show materials, ads, promotions, photographer portfolios, web sites, print collateral, and environmental signage. Conceptualize and strategize with clients to maintain and enhance brand integrity while meeting or exceeding budget goals.

Oracle — September07 – July08

Print Designer/Production Designer

Created print/online campaigns, produced brochures, direct marketing, advertising, and event materials while reinforcing brand standards. Collaborated closely with creative team and various groups to produce Oracle OpenWorld trade show materials including advertising, collateral, and environmental signage. Worked on-site at trade show to produce daily newspaper under extremely tight deadlines. Trained new staff in magazine production. Managed corporate wall art program, sponsor logos, and content for various ongoing projects.

Restoration Hardware — May05 – December05

Graphics Coordinator/Production Artist

Worked in collaboration to design and produce new retail signage look and feel. Solely responsible for communicating Visual Merchandising standards to all stores on a weekly basis.

Williams–Sonoma — November03 – June04

Graphics Coordinator

Coordinated with buyers, printers, and various internal departments to ensure branding consistency and signage quality. Built seasonal visual merchandising guidelines and signage for all 250+ stores across the US and Canada.

Monster Cable — August03 – October 03

Graphic Designer/Production Artist

Responsible for design and production of multiple domestic and international packaging, POP, and signage projects for tradeshow events and product releases under short time constraints.

Electronic Arts — September02 – December02

Graphic Designer/Production Artist

Effectively managed, designed, and produced packaging, promotional, and environmental projects from layout to production across all EA brands.

Apple — August01 – May02

Junior Graphic Designer

Concepted layouts for packaging design, collateral, identity, direct marketing, and retail signage. Trained and supervised junior staff.

Education

San José State University — December00

Bachelor of Science Graphic Design