



## qualifications

- 25+ years experience in print and online publishing and graphic design.
- Worked in various capacities as designer, art director, layout artist (editorial and advertising) and production designer.
- Well-versed in all stages of design process, from brainstorming and creating mock-ups to proofing and press-checks.
- Specialized focus in branding and visual identity, public health communications, legal marketing and in the creation of academic publications and collateral.

## education

**B.A. in English and Journalism**  
Stephen F. Austin State University  
Nacogdoches, Texas

**Teaching Certificate**  
Stephen F. Austin State University  
Nacogdoches, Texas

## work experience

### **Washington State Department of Health - Center for Public Affairs** **Graphic Design Specialist**

*Tumwater, WA (February 2017 - present)*

- Teamed up with health educators and creative services colleagues to produce effective educational materials, strategic communications, and data visualizations for public health programs within the agency, as well as for external partners.
- Created visually appealing elements for print, web, social media, and developed fact sheets and reports, including the National Conference of State Legislatures "Notable Documents Award"-winning *Finding Our Balance: The Washington State 2018 Falls Prevention Action Plan*.
- Worked to establish and preserve the visual identity and brand standards for the department by collaborating with team members to develop guidelines for staff on how to maintain a consistent, professional voice and image across the agency.
- Employed principles of information design to create highly useful templates for publications and guidance documents for creating effective data visualizations.
- Prepared and conducted trainings in the use of templates that I developed for effective research or "poster session" posters for agency staff to use.
- Assisted with emergency response activities during the 2019 measles outbreak and the 2020 COVID-19 (Coronavirus) threat by crafting timely health messaging and communication pieces quickly and professionally.

### **Joseph Erceg Graphic Design** **Production Designer**

*Portland, OR (October 2014 - December 2016)*

- Designed and implemented hand-created layouts using Adobe CC programs and Quark Xpress.
- Assisted with design, production and file prep for newspaper and magazine advertising, book and catalog design, and various publications and printed pieces for the University of Portland, chief among them being the award-winning alumni publication, *Portland Magazine*.

### **JCJ Graphic Design** **Owner**

*Portland, OR (January 2014 - present)*

- Developed logos, created business collateral and marketing materials, and designed email and website graphics for clients in Oregon, Washington and Texas. Developed visual identity, including logos, signage and web slideshow images using Google Slides for Unlimited Furniture Company in Temple, Texas.
- Created logo and website for Madeline's Bavarian Wurst, a food cart at the Olympia Farmer's Market in Olympia, Washington. Also provided branded promotional items in the form of mugs and totes for the Wurst.



## skills

- Highly skilled in Adobe CC products (Illustrator, Photoshop, InDesign, Acrobat, Bridge and others).
- Proficient in using Microsoft products, including Word, Outlook, PowerPoint, Excel, SharePoint, and OneNote. Also used Trello for project management.
- Experienced in using LexisNexis InterAction and Tikit eMarketing CRM for producing and managing professionally-branded email communications and database management.
- Experienced in conducting live in-person and webinar trainings on creating effective external and internal communication pieces and messaging.

## work experience (continued)

### **Stoel Rives LLP – Business Development Department**

#### **Graphic Designer**

*Portland, OR (October 2007 - January 2014)*

- Performed all stages of the design process, including brainstorming and writing, mock-up and storyboard creation, editing, layout and production using Adobe CS products, file preparation, proofing and press checking.
- Protected, maintained, and enhanced the firm branding and identity according to established guidelines. Determined proper and consistent use of firm's branding in development of new brochure and collateral design.
- Produced external and internal communications (ads, event booth materials, email invitation graphics, announcements, brochures, customized RFP covers, print and online holiday cards, reports, and Powerpoint presentations).
- Updated and maintained parts of firm website (resume pages, practice group and event pages) using the firm's CMS, and also image-edited and uploaded attorney resume portraits to personal profile pages.
- Created and managed corporate email communications for events and seminars using HTML within the Tikit eMarketing CRM, integrated with the LexisNexis InterAction database manager.
- Administered the Business Development Department's intranet page using Microsoft SharePoint.

### **Joseph Erceg Graphic Design**

#### **Production Assistant**

*Portland, OR (August 1999 - March 2007)*

- Designed and implemented hand-created layouts using Quark Xpress and created and scanned art and photos for print projects using Adobe software as an assistant designer and production assistant.
- Assisted with production and design of newspaper and magazine advertising, book and catalog design, and various publications and printed pieces for the University of Portland, chief among them being the award-winning alumni publication, *Portland Magazine*.

### **Oregon's Future Magazine**

#### **Graphic Designer/Layout Editor**

*Portland, OR (May 1998 - April 2000)*

- Designed editorial layouts and created and scanned original art as a volunteer for the magazine. Used Quark Xpress for layout of magazine.