

# SOPHIE GOODWIN

ART DIRECTION ■ CONCEPT ■ DESIGN

## CONTACT ME

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## PROFESSIONAL BIO

I am a creative professional with over 10 years of design experience. Great at juggling multiple projects, I produce inventive work under tight deadlines. I am an independent problem solver and a leader, but also enjoy working as part of a collaborative creative team. I possess the ability and technical skills to take a project from conceptualization to production. I am organized, a great communicator, and motivated by pressure.

## SKILLS

- Adobe CS (InDesign, Illustrator, Photoshop, InCopy, Acrobat)
- Microsoft Office (Word, Excel, Powerpoint)
- Apple iWorks Keynote
- Large server organization (MediaBank)
- Cross-platform experience, both MAC and PC

## EDUCATION

### BACHELOR'S DEGREE IN GRAPHIC DESIGN

- Graduated with honors
- August 2007
- Portland State University

## EXPERIENCE

### JUNIOR ART DIRECTOR ■ JANUARY 2014 - MARCH 2015

RR DONNELLEY (for TARGET CANADA, Grocery & Commodity Team)

- Worked closely with RRD Creative Director and Target Creative Manager to develop weekly flyers for Target Canada with a circulation of 6.8 million copies.
- Concepted flyers from the thumbnail stage through to final creative layout, as well as provided detailed art direction.
- Self-delegated workflow, while balancing multiple daily and weekly deadlines.
- Followed strict style guidelines while maintaining visual interest and variety.

### ART DIRECTOR ■ JUNE 2013 - JANUARY 2014

OREGON BUSINESS MAGAZINE (for MEDIAMERICA, INC.)

- Received internal promotion to Art Director from Assistant Art Director after less than three years from initial hire.
- Established new creative direction of the print magazine for the September 2013 issue, including a complete redesign.
- Managed scheduling and budgeting of freelance illustrators, photographers and photography intern.
- Organized and conceptualized art development for the entire publication, including art directing and photo styling with selected freelance artists.
- Designed all layouts each month, as well as created multiple infographics and spot illustrations.
- Prepared all files for press, as well as produced all graphics for the website and social media purposes.

### ASSISTANT ART DIRECTOR ■ SEPTEMBER 2010 - JUNE 2013

OREGON BUSINESS & OREGON HOME MAGAZINES (for MEDIAMERICA, INC.)

- Worked directly with the Creative Director and Editorial Team from concept to production on both magazines, including feature layouts, graphs, infographics and lists.
- Photo styled for a variety of subjects (portraits, architecture, food and products) without direct supervision.
- Designed collateral and slideshows for three annual events

### DESIGNER ■ MAY 2008 - FEBRUARY 2010

PRINTING MANAGEMENT GROUP, INC.

- Designed logos, branding packages, large format graphics, forms, catalogs, brochures and direct mail campaigns for a diverse client base.
- Created storyboards for catalog photo shoots.
- Prepared all files for press, web and social media.

### FREELANCE DESIGNER ■ OCTOBER 2005 - PRESENT

CLIENTS INCLUDE:

- RR Donnelley
- MEdIAmerica, Inc.
- Goodwin Brothers Furniture
- Kissed All Natural Airbursh Tanning
- Sahaya International
- SideCarr
- Tarot Connection
- Tyborne Hill Publishers