

# S H E I L A M C A R D L E

## **MAY 2021 - PRESENT** **MARKETING DESIGNER: GARYLINE**

Originally hired as a production designer, my main tasks were to troubleshoot artwork, prep files for production, and monitor file-work schedules. This evolved into also assisting our marketing department and after a few months, I was promoted to the full-time marketing designer. Under the approval of the Vice President, I've created cross-platform ad campaigns, renewed the company's social media presence, and implemented knowledge from my print background to streamline and improve the catalog-designing process.

## **APRIL 2018 - MARCH 2020** **ART DIRECTOR: BEDNARK STUDIOS, BROOKLYN, NY**

While overseeing my designers, installers, and pressmen, I was also preflighting art, building mechanicals, prepressing files for printing, attending fabrication meetings, scheduling production, and coordinating installs. Our clients were mostly entertainment industry or top-tier retail; requiring a high level of quality in extremely tight timelines.

## **2014 - APRIL 2018** **PREPRESS OPERATOR: C2 IMAGING, JERSEY CITY, NJ**

My team was responsible for problem-solving client artwork and in many cases taking it apart then reassembling to make it work for print production (both large and small format). A typical day would involve color correction, imposition, bleed adjustments, resolution assessment, and occasionally rebuilding files from scratch.

## **2009 - PRESENT (FREELANCE)**

Outside of my full-time positions, I've maintained several freelance clients who need content for both their digital platforms and print. Most recently, I designed the key visuals for the Astoria Performing Arts Center's production of "Man of La Mancha".

## **2007 - 2014** **ART DIRECTOR: ALPHAGRAPHICS, FORT WORTH, TX**

At first the sole designer, I would meet with clients and build their projects from doodle to print-ready; normally within a week. This was a production-driven environment, but also one that built close relationships with customers. Eventually as business grew, so did my department. By the end I was leading a team of 3 designers and running the social media accounts.

## **2006 - 2007** **ASSISTANT DESIGNER: THE PRINT GROUP, FORT WORTH, TX**

My first job out of college, which required learning Quark (!) on the fly. Responsibilities included quality checking, typesetting forms, formatting files for plate and film to run on traditional presses, and sometimes running the digital printers.

**EDUCATION: VALEDICTORIAN 2006 | WESTWOOD COLLEGE | ASSOCIATES IN VISUAL COMMUNICATIONS**

## **SOFTWARE:**

**ADOBE :** InDesign, Illustrator, Photoshop, Acrobat,

**OFFICE :** Word, Excel, PowerPoint

**WEB/SOCIAL :** Constant Contact, Wix, Facebook/Twitter/Instagram, Promo Corner

**WORKFLOW :** Streamline, Asana, Printsmith, S2K

**KEYWORDS:** Organized, fun, experienced, independent, team-player, creative, loyal, meticulous, fast, efficient, learning, flexible, dependable

Portfolio:  
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