

# Amy Doubet Devitt

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*genuine • artistic • communicative • intelligent • driven*

A well qualified, experienced and educated person with genuine knowledge about effective business administration, impeccable graphic design and the modern creative visual arts industry that will lend invaluable professionalism to any graphic design position.

## ACHIEVEMENTS

- Directed and created graphics and cover design for fiction and nonfiction books including three New York Times Best Sellers.
- Created marketing successes by developing and implementing graphics for numerous product kickoffs which included broadcast and print advertising, packaging, and point-of-purchase merchandising.
- Designed the 2008, 2011 and 2012 National Rural Electric Cooperative Association (NRECA) Spotlight on Excellence Award for Best Annual Report, and an Award of Merit for KIUC Currents Magazine 2009, 2010 and 2011. Won the 2012 Spotlight on Excellence Award for KIUC Currents.
- Own and operate a freelance graphic services corporation for more than 15 years with a national clientele.
- Responsible for the creation and design of the Federal Acquisition Service Strategic Themes Icons, and led the creative team in the production of the FASToday website.
- Achieved dramatic improvements in internal communications using team/performance management techniques.
- Planned and designed graphics for convention exhibits including promotions and booth design including American International Toy Fair, National Association of REALTORS®, American Booksellers Association and the Consumer Electronics Show.
- Directed graphics for the first Chicagoland and Hawaiian neighbor islands real estate and vacation rental Internet site in 1995.

## GRAPHIC DESIGN PROFICIENCIES

I am skilled at preparing graphic materials for all phases of marketing and advertising for all media.

- Advertising, print and video
- Annual reports
- Books
- Brochures
- Calendars
- Catalogs
- Collateral material
- Games
- Logo development
- Magazines
- Newsletters
- Package design

## TECHNICAL PROFICIENCIES

I am skilled with the following programs in both the Macintosh and PC software environments.

- Adobe Creative Cloud; including InDesign, Illustrator, Photoshop, and Acrobat Professional
- Artwork Systems Nexus Workflow
- Esko FlexRIP Platemaking Software
- Lotus Notes
- Microsoft Office
- QuarkXpress with Xtags

## STRATEGIC PROFICIENCIES

I am skilled at planning, implementing and managing graphic plans to help carry a message.

- Developing trade/consumer graphic plans based on available market research and analysis
- Designing incentive programs
- Promoting and maintaining graphic standards
- Proficient in creation of 508c3 compliant PDFs for disabled accessibility
- Pricing and cost control programs – identifying, defining, analyzing and evaluating cost analysis and pricing decisions
- Establishing corporate branding & imaging
- More than 20 years experience with the printing industry, from concept of project to quoting and execution and finally to print
- Ability to transform clients visions into a final product by awareness to certain production limits and design abilities while maintaining a strong sense of creativity

## MANAGEMENT SKILLS

I am an experienced mid-level manager of people and projects.

- Hiring and training graphic department employees in prepress and printing technologies
- Administering the design, organization, development, implementation and maintenance of all electronic media storage
- P/L responsibilities
- Directing product research and development of graphic packaging

## EMPLOYMENT

*Senior Graphic Designer, Contractor for the U.S. General Services Administration, Federal Acquisition Service, National Marketing and Communications Division*

*Dynanet Corporation, 2009 to 2012*

*Angel Flight Marketing Services, 2012 to 2014*

*The Salmon Group, LLC, 2014 to Present*

*Owner/Graphic Designer, AD Graftix Design Studio, Inc., 1999 to Present*

*Senior Graphic Designer, DECO Labels & Tags, 2008 to 2009*

*Senior Graphic Designer, GEI-Graphic Engravers, 2000 to 2008*

*Graphic Prepress Supervisor, Anderson Secretarial Services, 1996 to 2000*

*Senior Graphic Designer, Graphic Engravers, 1993 to 1996*

*Art Director, Game Designer's Workshop, 1989 to 1992*

*Graphic Designer/Film Stripper, Key Industries, 1988 to 1989*

## EDUCATION

*Illinois Central College – Associates of Applied Science – Graphic Design (AAS)*

## COMMUNITY ACTIVITIES

*Woodridge Chamber of Commerce*

*Dupage Theatre - Secretary of the Board, publicity*

*Lombard Arts Coalition - publicity, membership*

*Downers Grove Panthers Cheerleading - Assistant Coach*

## REFERENCES

Available on request