

THERESA ARSTINGSTALL

QUALIFICATIONS PROFILE

Detail oriented graphic designer with extensive experience in both established corporate b-b and b-c, startup ventures and product line extensions. Developed brand identities, sales collateral, web site and email promotional support, print, radio, video and television advertising for a diversified client mix across hospitality, real estate, resort, technology and healthcare industries. Responsible for research and implementation of agency-wide hardware/software/archive systems. Exceptional multi-tasking skills, able to manage time sensitive projects simultaneously, accustomed to performing in deadline driven environments with emphasis on creativity and quality control. Fast, resourceful and a fanatic as to details.

TECHNICAL PROFICIENCY

PLATFORMS: MacOS X

PRIMARY SOFTWARE: InDesign CS3

SECONDARY SOFTWARE: Adobe Photoshop 10-CS3

OTHER PROFICIENCIES: Adobe Illustrator 10-CS3, Acrobat, Microsoft Office Suite, Pantone Matching System, Extensis Suitcase, and basic IT troubleshooting

EXPERIENCE

SENIOR ART DIRECTOR

Compass Marketing, Lafayette, CA

March 1993 - June 2009

Worked with Compass Marketing for 16 years as acting Senior Art Director. Responsible for managing Art Department staff of 10 from concept to fulfillment, key player in daily client interface, meetings, on-location productions and new business pitches. Directly managed major client creative brand development and strategies for company growth.

SKILLS SUMMARY

Overall creative exploration • One-on-one client pitches • Execution of concept • Planning/scouting/styling of photo shoots • Photographer/printer selection • Digital editing/file management • Layout production/color editing • Streamline pre press and production workflow • Press checks • Fulfillment management
Excellent vendor relations

CLIENTS

ADECCO - global branding and multi-service line marketing for world's largest temporary employment company

TENET HEALTHCARE - branding and campaign development in California for one of the largest hospital organizations

EXCLUSIVE RESORTS - startup to industry leadership, \$2 billion assets, 3,500 members

TIMBERS RESORTS - corporate and destination branding for world's #1 developer of private luxury resorts

USC - brand & creative execution for system wide health care campus and university hospital

EDUCATION

Cal Poly, San Luis Obispo, CA (Marketing/Advertising)

REFERENCES AVAILABLE ON REQUEST