



Joshua Tree, CA

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## greetings

**CindyNW creative is a full service design studio in business for over 15 years.**

My experience ranges from magazine layout and production to large scale event graphics and everything in between. My specialty is in designing integrated marketing campaigns spanning all forms of visual communications media - campaign identity, copy writing, digital, print, large format - customized to the needs of the client and their overall goals. Small jobs to ongoing projects and creative direction are all within my wheelhouse. I have established connections with printers, illustrators, photographers, web designers, and promotional product vendors.

## services

**creative direction • art direction • design • brand identity • print advertising • integrated marketing campaigns • event marketing • copy writing • social media content • photo retouching**

## experience

**5/2008 - present  
CindyNW Creative**

### **Recent Client List:**

Logix Federal Credit Union - Creative/Art Direction  
South Carolina Federal Credit Union - Campaign designer  
Andean Textile Arts - Lead marketing designer  
Waltzing Gorilla Productions - Product, Packaging, Poster design  
Progressive Tax Group - Full package design including box and all insert materials  
Various artist event promotion including Artivism, GoIndigo, Wild Moon Fiber Arts, Roberta Brigo, "I'm Not Dead Yet" podcast

**5/2003 - 7/2008  
Prestige Medical  
Northridge, CA  
marketing/creative director**

Marketing a line of medical diagnostic and accessory products geared toward the nursing industry. Design and execute all marketing and advertising campaigns including copy writing, catalogue, web site, email, direct mail, packaging, POP retail displays, trade show displays, sales aids and consumer advertising. Purchased media and mailing lists. Hired and supervised a wide variety of vendors, and supervised freelance designers.

**9/2000 - 4/2003  
Jackson National Life  
Santa Monica, CA  
associate creative director**

Creation of marketing materials for a diverse line of financial products. Worked with Senior Product Management and Corporate Executives to develop and execute product marketing campaigns. Supervised a team of designers and production people on site and at our home office in Lansing, MI. Directed various outside design firms and/or freelance designers, printers and other vendors. Attended press checks as needed.

## software

**mac OSX • adobe creative suite** (emphasis on inDesign, photoshop, illustrator, acrobat) • **ms powerpoint, ms word**  
**internet resources** - a team of internet professionals that work extensively with web and database design,