

# valerie PETRARCA

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## Skills

InDesign, Photoshop, Illustrator, Quark, CMYK Printing Preparation, Photography, Microsoft Office, HTML/CSS, Dreamweaver, Final Cut Pro, Flash, Mac & PC platforms

## Education

BACHELOR OF SCIENCE IN TECHNOLOGY

Bowling Green State University

Bowling Green, OH

**Major:** Visual Communication Technology

**Minor:** Marketing

## Previous Experience

### **The Food Network, *Guy's Big Bite* — Los Angeles, California**

GRAPHICS ASSOCIATE PRODUCER, MARCH 2010 — APRIL 2010

Created a variety of packaging designs for a televised show, greeking preexisting items with new labels for on camera usage. Aided production by working quickly in an extremely fast-paced environment, producing changes or new designs with little advance notice. Managed an art production assistant, assigning tasks and working together to efficiently accomplish goals.

### **Freelance — Los Angeles, California**

GRAPHIC DESIGN & PRODUCTION, OCTOBER 2007 — PRESENT

Produced multiple apparel catalogs for internationally known fashion brands Calvin Klein and Speedo. Conceptualized and created marketing materials such as flyers, postcard mailers, and brochures for the acclaimed Colburn School. Enforced strong attention to detail and fact-checking skills as a team member responsible for the design and production of entertainment packaging materials at TM Limited. Designed promotional elements for The Coffee Bean & Tea Leaf that were used in both domestic and international stores.

### **Bon Appétit — Los Angeles, California**

ART PRODUCTION ASSOCIATE, NOVEMBER 2006 — OCTOBER 2007

Member of an in-house team responsible for the production of a popular monthly magazine. Acted as a liaison between the editorial and art departments by managing projects and maintaining the flow of productivity within each area. Collaborated on and edited magazine layouts, managed and maintained design style guide. In charge of scanning film, organizing and updating image database, and performing touch-up work on photographs.

### **Edgepark Surgical — Twinsburg, Ohio**

GRAPHICS PRODUCTION, MARCH 2005 — AUGUST 2006

Responsible for creation, production, and post-production of multiple catalogs distributed among clients throughout the United States. Assisted in editing and manipulating photography in a database containing over 20,000 images. Designed in-house graphic materials used to promote company culture and events. Also designed external mailings, flyers, advertisements, and signage on both a national and international level.

## References

Available upon request.