



BETH ZONDERMAN

CLIENT TESTIMONIALS

Modem Media

"You're a lot more multi-faceted than most of freelancers who come through here... and you accomplished more in 4 days than the last person did in two weeks."

Pacific Film Archive

"You have been so reliable, efficient, and great to work with, I want you to know how much I appreciate your contribution to our publication."

Saybrook Graduate School

The annual report was "the best piece of collateral in 35 years!"

Verizon Wireless

"The work you've done has been excellent ... and I'm happy you are working on this project for us."

Council on Aging

*"[The invitation...] is a thing of beauty...Your work is really fantastic...
Thank you so much for all your work and professionalism. It has been a pleasure working with you."*

John, Print Broker

"I know that if the files are from you, they'll be good."

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SKILLS

Project management: Art direction, estimates, scoping, presentations, vendor relations, overseeing collaboration with programmers, print buying.

Print: Design, layout, mechanicals, image retouch, type-setting, scanning, pre-press production, pattern repeats, illustration, bookbinding, press checks.

Web: Interface design, hand-coding HTML and CSS, Flash timeline animation, basic UNIX, integration with content management systems.

Software: InDesign, Quark Xpress, PhotoShop, Illustrator, Fireworks, DreamWeaver, Flash, ImageReady, Streamline, Microsoft Word, Excel, PowerPoint.

EXPERIENCE

2002-Present, San Francisco, CA, Freelance Design Consultant

Featured Projects:

Modem Media: Functional Spec for Modem's redesign of Superpages.com

Verizon Wireless: Comprehensive Style Guide for VerizonWireless.com

Council on Aging Silicon Valley: Consumer handbook comparing sixteen MediCare plans

City of Cupertino: Production and editing of monthly newsletter sent to all residents

Saybrook Graduate School: Annual Report

Other clients include Bernal Heights Parents' Group, Pacific Film Archive, Butler, Shine & Stern, Y&R, Kessler Pacific (Providian), Satellite Design (REI), Brann Interactive (Wells Fargo), Xenogen, Portal Publications, Haas School of Business at UC, Consumers Union.

2000-01 4i (now ThinkFarm), London, Senior interactive designer

Conception, design, and production of clients' websites for award-winning branding agency. Also website documentation, technical research, QA testing, training. Clients: Discovery Channel, Technology Colleges Trust, SJ Berwin Law.

1999-00 Red Snapper, London, Designer

Design and production of websites using MYSQL-based content management system, template programming. Clients: Rimmel Cosmetics, Wellcome Trust, Glaxo-Wellcome, Nurofen.

1998-99 London, Freelance print and web designer

Clients: Fitch, One World Communication, 4i, Thomas Cook, Midland Bank, Virgin Radio.

1996-98 Terminal Bar Multimedia, Prague, CR, Creative director & studio manager

After starting as a one-person design department, I hired a team of designers and sales people. I oversaw new business development, design and production of websites and print materials. Clients included Oracle, Mattoni, Ars Electronica Center, Council of Europe.

1994-96 Schneider Advertising, Prague, CR, Design and production lead

Responsibilities also included pre-press, print management, cost estimation, client liaison, English copy writing. Major clients: Pizza Hut, Hertz-Rentex, ABB, GoldStar.

1993-94 Mimetic Design, Prague, design and production assistant

Clients: McDonalds, Kellogg's, American Chamber of Commerce, U.S. Embassy.

1991 Tabula Rasa Press, Seattle, WA, Bookbinding assistant

Hand bound miniature limited editions for letterpress print shop.

SELECTED EDUCATION AND TRAINING

Photoshop CS3 Power Tour, 2007

Surface Design, Image West Consulting, 2003

Workshop on Illustration Techniques, Mira Goldberg/Berkeley Extension, 2002

Neilson/Norman Group Usability Seminar 2001, London 2001

Introduction to DHTML and JavaScript, Babel Technical College, London, 2001

Bachelor of Art, concentration in Fine Art, Brandeis University, MA, 1990