

# Sondra Nicholas McDonald

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## **OBJECTIVE**

I wish to utilize my skills and talents in a part or full time creative position local to the **Fort Worth area**. I offer such a company a wealth of print design experience for commercial sheet-fed and web presses, (*magazine design, book design, direct mail*), digital prepress, front-end web design & development, responsive web design, WordPress, HTML5 and CSS3. I am versed on both Mac and PC computer platforms, with experience in networking and maintaining Mac workstations and external communication devices, along with operating and maintaining digital color-proofing systems, imagesetters and computer-to-plate systems.

## **PROFESSIONAL EXPERIENCE**

### **PRINTGRAPHIC SERVICES, INC., ARLINGTON, TX – June 2015 to Present**

#### **Part-time Graphic Designer / Production Artist / Web Designer**

- Layout and design of newsletters, flyers, postcards, posters, interactive Web flyers, as well as Web design.

### **FREELANCE GRAPHIC DESIGNER – July 2010 to June 2015**

#### **Freelance Graphic Designer**

- Freelance clients: Ground Cover Industries, Inc., Sure Green Lawn Fertilizer, Architectural Fabrication, Inc./Sign & Awning Services, Inc., Arlington Margarita Society of Texas, HnH Engineering, Groovy Goods, Arlington Business Professionals, Inc., Branch-Smith Printing and Nicholas Company, Commercial Real Estate Developers.

### **CUSTOMIZED COMMUNICATIONS, INC., ARLINGTON, TX – July 2001 to July 2010**

#### **Art Director / Graphic Designer / Production Artist / Digital Prepress Technician**

- Worked independently on multiple projects simultaneously in a fast paced environment; prioritized projects in order to meet inventory and project deadlines. Consulted with client marketing departments to determine their needs while considering all aspects of the target audience during the creative process in order to meet the final design goal.
- Designed English and Spanish versions (working closely with translators) of magazines, brochures, catalogs, pocket folders, pocket covers, direct mail pieces, tradeshow signage and other collateral. Designed client mock-ups and proofs, proofread to ensure accuracy of spelling, grammar, text formatting, kerning, typography, and layout of both copy and graphics.
- Designed 100+ slide PowerPoint presentations to accompany printed material.
- Created digital templates of in-house marketing material and utilized those to “customize” with client’s logo and overprint information based on branding guidelines and demographics. Generated color proofs on these designs, as well as outside customer-built files, for final approval and packaged files for the printing company.
- Performed press checks, when necessary, to ensure accuracy of color-critical projects.
- Established relationships with print houses, prepress personnel and pressmen to adhere to the requirements for submission of files and scheduling of press checks.
- Negotiated, established and maintained business accounts with vendors. Purchased all supplies for the Art Department, including hardware and software. Networked Macintosh computers and all peripherals and performed software installations and upgrades.

### **MOTHERAL PRINTING COMPANY, FORT WORTH, TX – July 1999 to July 2001**

#### **Digital Prepress Technician**

- Preflighted outside customer files ensuring all images and fonts accompanied the page layout file, checked for proper bleeds, trapping, color separation, and that all images were saved in the correct color mode and file format. Digitally stripped and positioned files according to which press they were running on. Generated polyester and metal plates. Dismantled, cleaned and replenished chemicals in the plate processor. Worked closely with the pressmen to meet any emergency needs of re-plates.

### **LEWAY COMPOSING SERVICES, FORT WORTH, TX – October 1997 to July 1999**

#### **Graphic Designer / Digital Prepress Technician**

- Designed 4-color Chamber of Commerce magazines for communities in Texas and Oklahoma, as well as brochures, stationery, detailed insurance forms, charts, business forms, and type floats. Preflighted outside customer-built files. Dismantled, cleaned and replenished chemicals in the film processor.

### **TEXAS LONGHORN BREEDERS ASSOCIATION, FORT WORTH, TX – December 1996 to October 1997**

#### **Graphic Designer / Digital Prepress Technician**

- Layout and design of The Texas Longhorn Breeders’ monthly publication *The Texas Longhorn Trails*.

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## **EDUCATION**

### **ART INSTITUTE OF FT. WORTH – March 2012 to December 2013**

#### **Web Development II Certification Program**

- Graduated with a 3.9 GPA. Courses included: Introduction to Web, Programming Logic, Client-Side Languages (*HTML, CSS, JavaScript*), User-Centered Design, Interactive Media Design (*Adobe Flash*), Digital Color, Website Development for Front-End Designers, Concepts in Motion Design (*Adobe After Effects*), Audio and Video Production (*Adobe Premiere Pro, Adobe Audition, Adobe Media Encoder*), Design for Mobile Devices, Responsive Design and Portfolio Studio.

### **ONLINE TRAINING – July 2010 to Present**

#### **Web Development Training through Lynda.com Online Training Library**

- Extensive online courses taught by Adobe® Certified Instructors. View my [Certificates of Completion on Lynda.com](#). They include Web Design & Development, Adobe Flash and Adobe After Effects Animation, Client-Side Languages, HTML5, CSS, CSS3, Responsive Web Design, Photoshop, Illustrator, Adobe InDesign Interactive Documents.

### **ATI CAREER TRAINING CENTER, HURST, TX – December 1995 to December 1996**

#### **Associates Degree in Graphic Design**

- Studies focused on Digital and Traditional Art: Brand Identity, Logo Design, Desktop Publishing, Digital Scanning, Image Manipulation & Color Correction, Photography, Stat Camera Operation, Film Development, as well as Pen & Ink, Pencil, Water Color and Colored Pencil.

## **SKILLS SUMMARY**

- Web Design
- Responsive Web Design
- Design for Mobile Devices
- Web Image Optimization
- Interactive Design
- Video Editing
- Magazine Layout and Design
- Direct Mail
- Desktop Publishing
- Logo Design & Branding
- Image Manipulation, Color Correction, Restoration
- Digital Prepress & Preflight
- Computer-to-Plate Imaging (prepress)
- FTP File Transfer
- Administering, maintaining, supporting and troubleshooting Macintosh workstations including networked printers and other communication devices and data storage systems.

## **SOFTWARE & HARWARE**

- Adobe Creative Suite CS6 Cloud and earlier – InDesign, Illustrator, Photoshop, Acrobat, Distiller, Bridge, Camera Raw, Flash, Premiere Pro, Audition, After Effects, Dreamweaver, Fireworks
- MailChimp
- QuarkXpress
- Suitcase Font Management
- File Transfer Protocol Software
- Microsoft Word, PowerPoint, Excel
- Preflight Software (prepress)
- ColorBurst Rip Software (color proofing)
- EFI Best Designer Rip Software (color proofing)
- Panther Rip System (prepress)
- Viper Rip Software (prepress)
- Macintosh and PC Computer Platforms
- Digital Color Proofing Systems
- External Storage Data Devices and Systems
- Imagesetters and Film Developers