



whitneybard

2315 se lincoln st | portland, or 97214 | 503.737.5158 | whitney@bdesigncompany.com

"I am an innovative, motivated, self-directed woman who enjoys a fast-paced, challenging environment."

skills

Mac and PC Proficient

Adobe Illustrator, InDesign, Photoshop, Dreamweaver, Acrobat, iMovie, and MS Office (Word, Excel, and PowerPoint).

Design Knowledge

Color theory, design history, and typography.

Hands-on Design

Book making, illustration, jewelry crafting, ceramics, and sculpture.

education

Lewis & Clark College | Aug 05 - May 09

Bachelor of Arts: Studio Art with Graphic Design focus, Bachelor of Arts: Communication

David Douglas High School | Sep 00 - May 04

Graduated with honors and CAM in Arts and Communications

work

B.Design | Head Innovator & Owner | Jan 09 - Current

Owner of a local graphic design company based out of Portland. Specializes in small business branding, logo updating and re-branding, catalog/magazine layout, and website design.

Pacific Office Automation | Color Specialist | Nov 09 - Nov 11

Pacific Office Automation is the nations largest independent dealer of document and image management products, services, and support. Assisted sales representatives in pre and post sales of large printing equipment. Around the clock contact with customers in the office as well as visits to their offices to provide support. Designed new business collateral pieces such as advertising flyers, promotional pieces, and custom handouts for sales reps.

StudioBard LLC | Studio Manager | Jan 01 - Dec 09

StudioBard is a professional audio and post-production recording facility. Revamped accounting procedures and implemented a new billing system. Solid knowledge of Quickbooks and MS office, constant contact with clients, redesigned all company collateral including business cards, rate card, and magazine advertisements.

Lewis & Clark College | Graphic Design Assistant | Jan 05- May 07

Employed in the Graphic Design department as an assistant to the professor. Organized and prepared graphic design materials for class lectures. Monitored the computer and printer lab. Assisted students with technical support of Adobe programs along with printer support. Planned and designed multiple exhibits for student art shows in the Fields Center art gallery.

"Whitney listens and learns well and has good strategic scope in her thinking."

- Patti Bateman / Graphic Designer, HMH

B.Design

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clients

Sonoma County
End2End Technologies
Cirrus Wellness
Ensemble Salon
HCG Weightloss Clinic
Tony's Garden Center
Sugar & Salt
Portland Events & Logistics
McCords Vancouver Toyota

Monique Marie Photography
Oregon Media Production Association
Prileu Davis & Basketball Science
Find Your Creative Voice
Markel Consulting Services
SLK Hair Designs
LNS Court Reporting
Clean Ones
Trans-West Network Solutions

Milwaukie High School
Pacific Office Automation
Soul Mates Photography
Oregon Music Technology School
Conscious Mind Music
EFORCE Sport
League of Oregon Charter Schools
Ladies Day Out
Sarah Ehlen Photography

"Whitney is a dream to work with...She is always willing to brainstorm ideas and try different things. And after she finished the design of the custom rate card, I received my highest client booking to date."

- Melissa Tomeoni / Photographer, Soul Mates Photo

other

Asterix Group | April 13 - Current

Asterix Group is a creative branding agency. They focus exclusively on building strong brands that inspire and engage to develop sustainable customer and consumer relationships as a result. Their teams are located in San Francisco, Napa and Portland. I am one of the three designers for this team, and I design anything from web graphics to brochures to posters.

Irideon by Toklat | Nov 12 - Jan 13

Irideon is an equestrian apparel design company. I brainstorm, concept and design shirt graphics for women and children.

Production Media Company | May 12 - Aug 12

Main client is Ashley Furniture. Tint Graphics provides all point of purchase material for new stores. I take the photographed furniture pieces and design custom in-store marketing for each location based on the sale for specific times of year.

Tint Graphics | June 11 - May 12

Main client is Ashley Furniture. Tint Graphics provides all point of purchase material for new stores. I take the photographed furniture pieces and design custom in-store marketing for each location based on the sale for specific times of year.

Soul Mates Photo | Feb 09 - June 09

Working side by side with photographer Melissa Tomeoni, I worked to redesign and redefine her brand. I reworked her business card, designed a custom rate card, promotional flyers, and much more print collateral. Lastly, I created brand guidelines for her to follow for any design work in the future.

Colaboratory | July 08 - Aug 08

A 6 week internship - with 10 participants individually paired with three different advertising agencies (included were HMM, Asterix Group and CMD), 2 intense weeks at each agency. During those 6 weeks two competing teams are formed to develop a campaign pitch for local client, Sameunderneath. Team Lattice (the team I was on) won the competition.

"She thinks on her feet and takes command in situations that might intimidate most people. She'd be an asset to any company who's looking for an energetic and smart, strategic thinker."

- Denise Hollingsworth / Account Planner, HMM

references

Athena Maris | The Maris Agency
503.236.3486
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Melissa Tomeoni | Soul Mates Photo
503.933.5359
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Chris Lehtonen | Asterix Group
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