

jodi weakland

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PROGRAMS (mac/pc)

InDesign
 Photoshop
 Illustrator
 Dreamweaver
 Final Cut Pro
 Fireworks
 Flash
 Microsoft Office
 Adobe Acrobat

EDUCATION

Marywood College
 Scranton, PA (1989–1993)
 BFA Advertising/Graphic
 Design
 Magna Cum Laude

AWARDS

Standard of Excellence
 » Funding Your Future
 web award (2006)
 Winner
 » Taste of Bethesda
 design contest (2002)
 Honorable Mention
 » Maryland Wine Festival
 poster contest (2001)

FREELANCE

Garrett County Humane
 Society
 » Designed website and
 various print pieces
 Soyfoods Association
 of North America
 » Designed soyfood
 manual and rebranded
 their website.
 DC Rape Crisis Center
 » Designed invitation and
 poster for fundraising
 event.

PROFESSIONAL SUMMARY

Enthusiastic, detail-oriented, and versatile designer with more than 13 years experience in the field of graphic design and marketing communication. Expert in the layout and design of electronic and print collateral, and has been recognized for the ability to produce a quality piece, from conception to completion. Has successfully contributed to team and independent projects, while maintaining professionalism and organization. Energetic with a positive attitude, enhanced by excellent sense of humor, and a strong desire to accept new projects and challenges.

EXPERIENCE

Investment Company Institute | Washington, DC | 2008–present

Director, Design

- » Develop and execute creative concepts, ensuring brand integrity and consistency.
- » Manage and prioritize day-to-day projects, as well as multiple, changing priorities.
- » Supervise designer and jr. designer on various assignments.
- » Coordinate workflow for all conference print and online promotions.
- » Work closely with editorial/media staff, as well as maintain strong relationships with internal clients.
- » Provides input to Senior Director on strategies to improve quality of design and production.

Investment Company Institute | Washington, DC | 2002–2008

Senior Designer

- » Produce print/web communications including: research publications, newsletters, brochures, websites, reports, invitations, save-the-dates, conference material, signage, workbooks, direct mail, powerpoint presentations, and logos.
- » Build and design website for Funding Your Future as well as related collateral.
- » Develop e-newsletter, conference material, and promotional items for the Independent Directors Council.
- » Organize and maintain department project files and archive system.

Boss Staffing | Bethesda, MD | 2001–2002

Graphic Designer

- » Designed various pieces, which included: newsletters, conference material, and various collateral.

LUTC, Inc. | Bethesda, MD | 1998–2001

Creative Coordinator

- » Developed the format and design of all print and electronic marketing communications material.
- » Managed print production process including soliciting bids, prepress and supervising print production.
- » Coordinated production and contractual timelines of outside advertising in specific trade publications.
- » Maintained promotional material inventory system, departmental invoicing and budget procedures.
- » Contributed as art director for online magazine and provided graphic support as needed.
- » Coordinated booth and display arrangements for major industry meetings worldwide.
- » Arranged direct mailing through outside vendors.

Graphic Designer | 1995–1998

- » Developed promotional pieces for LUTC's 50th anniversary celebration, as a temporary employee. Full-time position offered after three months in recognition of quality and quantity of work produced.
- » Designed print advertising, brochures, catalogs, posters, flyers, postcards, displays and signage, direct mail, and special promotions.

Greenman-Pedersen, Inc. | Brooklyn, NY | 1993–1995

Administrative Assistant

- » Maintained correspondence and internal memoranda, monthly billing, contracts, reports, and data entry.

Sarno & Son | Dunmore, PA | 1992–1993

Designer

- » Created and arranged seasonal window displays for local tuxedo store chain and supervised the purchase of supplies as needed.

Marywood College | Scranton, PA | 1989–1993

Gallery Assistant

- » Designed mailers, invitations and posters for exhibits on campus.
- » Assisted gallery curator with the installation/dismantling of exhibits including paintings, photography and sculpture.