

JULIE BERGLUND — WEB & GRAPHIC DESIGNER

OBJECTIVES To contribute my creativity, skills and experience in web and graphic design while continuing to grow and develop my skills within a creative, open-minded and diverse work environment.

SUMMARY Over 14 years of experience in the commercial design, marketing, and packaging design fields with 9+ years in web-design, as well as consulting work with numerous area businesses.

EXPERIENCE **CALICAT DESIGN & WEB CONSULTING** - 2005-Present, Menasha, WI
OWNER / DESIGNER

Overview: Conceived and developed CaliCat Design & Web Consulting, a freelance design shop providing small- to medium-size businesses and start-up companies with quality, affordable design for Web, offset & digital printing, advertising design, logo and identity collateral materials, and Flash banner advertising.

WEIDNER CENTER FOR THE PERFORMING ARTS - 2000-2005, Green Bay, WI
WEB / GRAPHIC DESIGNER

Overview: Responsible for designing and maintaining 100+ page website for organization. Member of UW-Green Bay Web Committee to aid in creating new campus-wide web policies. Assisted with design and development of marketing materials by creating artwork for various marketing/advertising mediums, including: Cinema Media slides, billboards, Transit ad panels, newspaper ads, animated web banners in both gif and Flash formats.

UW GREEN BAY: BUSINESS & FINANCE DEPT - 2001-2003, Green Bay, WI
WEB / GRAPHIC DESIGNER (*Contract through Weidner Center, one day per week*)

Overview: Created a uniform web presence for all departments under the Business & Finance Area of UW-Green Bay. Assessed departmental needs, built sites to address said needs, and worked with department personnel for future site maintenance. **Departments included:** Business & Finance, Bursar's Office, Human Resources, Payroll, Purchasing, Public Safety, Controller, Facilities and Internal Audit.

VARIOUS CONSULTING PROJECTS - 2000-2004, Green Bay, WI
CONSULTING WEB / GRAPHIC DESIGNER

Overview: Acted as consultant to various companies in both graphic and web design projects.

AMERICAN ORTHODONTICS CORPORATION - 1993-2000, Sheboygan, WI
GRAPHIC DESIGNER / WEB DESIGNER

Overview: Created marketing brochures and advertisements. Designed and maintained new corporate web site. Produced digital multimedia for use as customer informational applications. Designed product packaging to aid in branding and increase sales. Developed database and integrated it with in-house labeling/packaging system to meet strict ISO 9000 packaging standards for international sales.

**TECHNICAL
PROFICIENCY**

Software:

Adobe: PhotoShop, Illustrator, Acrobat, InDesign. **Macromedia:** Dreamweaver, Fireworks, Flash, including basic knowledge in Director. **Microsoft:** PowerPoint, Word, Excel, Publisher, including basic knowledge in Access. Other: QuarkXPress

Web Programming Languages: HTML 4.0, CSS, XHTML, Basic JavaScript, Basic PHP

EDUCATION **Milwaukee Area Technical College:** 1990 –1993 Milwaukee, WI - Associates Degree in Commercial Art

Continuing Education (Online Courses from ElementK.com):

Introduction to Intranets, Cascading Style Sheets, Introduction to HTML 4, parts 1 & 2, Introduction to Computer Programming (partial course)

Informal Education: Self-motivated to study new ways to approach different aspects of website design and programming when projects necessitates. Proactive to maintain skill level with the latest in web/internet technologies and techniques.