

Cheryl Cuellar

Graphic Designer

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BACKGROUND



Committed creative professional with excellent design, communication and problem solving skills. Experience using both strategy and creative to help clients reach target audiences. Development of the creative product from concepting through production. Strong background in printing, able to create quick, clean digital files that ensure profitability and client satisfaction. Extensive experience with concepting, design, pre-press, commercial printing, paper and ink specifications, magazine production and direct mail requirements. Able to communicate clearly between client, account service and production teams to facilitate smooth flow and accuracy. Detail-oriented team player, organized, flexible and able to meet deadlines in a fast paced environment with grace and humor.

RECENT WORK

FREELANCE GRAPHIC DESIGN | 1989-PRESENT

Cuellar Creative

Development of advertising, websites, consumer collateral and sales materials using Adobe Creative Suite in a Mac environment.

- Weekly production of quick turnaround ads, posters, videos and web files for a not-for-profit professional regional theater in Sag Harbor, NY
- Design and production of large format board games for an event marketing firm
- Annual Report for talent management firm including charts and graphs
- Design of marketing materials and packaging for a DNA-related cosmetic and supplement manufacturer
- Design and production of high-end engraved glass signs for a property management company
- Writing and Illustration of four children's books
- Painting of original wall murals for nurseries and children's rooms

SOFTWARE

Photoshop	Microsoft Office
Illustrator	Quickbooks
Indesign	Filemaker Pro

SKILLS

Graphic Design	Branding	Budgeting
Print Management	Proofreading	Scheduling
Typography	Copywriting	Web Design
Concepting	Estimating	

RELEVANT EXPERIENCE

TERRY/KANE ORLANDO | 2012-2014

Graphic Designer/Production Manager

Developed and designed marketing collateral according to strategic plans provided by account team. Scheduled, negotiated and purchased printing and other outside services.

TCREATIVE | 2011-2012

Agency Manager

Contracted to adjust the agency's operating model, including its organizational structure, workflow processes, resources, and quality standards. Implemented new estimating and record-keeping system. Cultivated channels for productive communication among departments and individuals while maintaining high quality client deliverables in both print and digital media.

CUELLAR & SACHSE, INC. | 1999-2011

Managing Partner/Creative Director

Responsible for creative concepting, writing associated rationale statements and complex proposals, graphic design and production management. Negotiate, purchase and manage the quality of outside creative and production services; Buying and planning of printed materials to ensure profitability and client satisfaction; Estimating & scheduling using Filemaker Pro; Maintaining and troubleshooting computers and small Macintosh network.

EDUCATION/CERTIFICATES/AWARDS

Winter Park Tech Certificates: Web Design I & II
Seminole State College Certificate: Digital Media
Adobe Training: Photoshop, inDesign, Dreamweaver
State University of New York, Stony Brook, NY:
Advertising/Fine Art Coursework
Silver Design Award from Create Magazine for
Austin Outdoor Sales Brochure
Outstanding Corporate Sponsor of the Year for
Easter Seals Florida