



by: etana holowinko.M.S.

1222 West Baseline Rd. #140  
Tempe, Arizona 85283  
480.231.6822  
etana@livesocietyjazz.com

## Education

### MS in Technology

Graduated with Honors

University of Advancing Technology, Tempe, AZ  
September 2002 to December 2004

### BA in Visual Communications

Graduated with Honors

Collins College, Tempe, AZ  
March 2001 to March 2002

### AA in Visual Communications

Graduated with Honors

Collins College, Tempe, AZ  
September 1999 to February 2001

## Experience

### Personal Identity Consultant | Graphic & Web Design Application & Education

December 2006 to Present

**Responsibilities:** Commissioned consultant on multi-project and hourly basis, charged with the innovative creation of high quality graphics and web design, advertising, copy writing and marketing while ensuring company brand name, image and consistency. Manage final output of all products nationwide and globally. Additionally provide design tutoring and education.

#### Clientele list:

- SyncLX, Atlanta, GA
- TakeLessons.com, San Diego, CA
- Meyvn Global, Denver, CO
- Kids in Focus, Phoenix, AZ
- Home Depot, Atlanta, GA
- Longevity Colorado, Denver, CO
- Superstition Honda, Mesa, AZ
- Prolific Investor, Charleston, SC
- Send It Sportswear, Santa Barbara, CA
- Aging Dynamics, Denver, CO
- Rixx Lotion, Scottsdale, AZ
- Power of Focus, Calgary, AB, Canada
- Scosh Makeup & Skincare, Scottsdale, AZ
- Hamodia, Brooklyn, NY
- Binah Institute, Baltimore, MD
- AZ Fireplaces, Phoenix, AZ
- Capstone Strategic, Washington, DC
- Desert Sounds, Tempe, AZ
- Fratantoni Luxury Estates, Scottsdale, AZ
- Edgenuity, Scottsdale, AZ

### Graphic Designer | Operations Position - Advisor Group, Phoenix, Arizona

November 2017 to April 2018 | Contract/Temp

**Responsibilities:** I managed and executed the redesign and migration of 1,000's of critical customerfacing resources from existing platform to new technology platform in accordance with outlined processes and objectives. Migration required rebranding, design and development of branded templates for internal documents, presentations, web pages, and other resources. Project management experience was instrumental in completing the project, as well as exceptional organization and attention to detail.

### Art Director - The Catalogues, Scottsdale, Arizona

September 2013 to July 2015

**Responsibilities:** Oversee and create cover to cover, layout, photo retouching, design and artistry of The Catalogues in multiple U.S.A. markets. Head of in-house design, website and social media updates. Coordinate and monitor printing and shipment of The Catalogues to all markets. Advise clients on all technical visual recommendations and/or issues.

### Senior Graphic Designer - General Dynamics, Scottsdale, Arizona

October 2012 to December 2012, May 2013 | Part time/Temp

**Responsibilities:** Worked with Proposal Development Team to complete RFP's/RFI's. This included working with the team to format multiple RFP's/RFI's in accordance to their individual style themes in Microsoft Word. Some documents required illustrations to be made or edited within Adobe Illustrator and/or Photoshop and exported correctly to be placed in Word. Illustrations had to maintain style formatting of each documents individual style. Use of online portal was required to save and edit documents for shared team use at all times.

### Creative Director - Cookies From Home, Tempe, Arizona

March 2008 to January 2012

**Responsibilities:** Development and design of client and in-house print advertising, marketing, packaging, and promotional materials, from concept to completion. Web design, editing, optimization, and up keep. Product photography and editing. Print production and vendor relations. Customized designs for corporate clientele: Tins, crates, and boxes uniquely specified to each businesses brand and individual client. Brand logo reproductions. Final output of art separations to film for screen printing.

### Marketing Specialist - OdysseyWare, Chandler, Arizona

May 2007 to December 2007

**Responsibilities:** User interface design and E learning production. Set, defined & implement company brand standards. Created print and web materials. Printer and Vendor relations: quote request, file creation, invoice processing. Interdepartmental design: worked with various department managers to create company specific materials per department while maintaining overall brand.

## Skills

### Computers & Software:

Proficient on Mac & PC; current software versions  
Photoshop - Illustrator - Acrobat - InDesign - Dreamweaver - Flash - Wordpress - Muse - Microsoft Office - HTML/DHTML - CSS

Java Script - FTP - Metadata - SEO - Volusion - Commerce V3 - Articulate Storyline 2 - Constant Contact - Project Management

### Design & Layout:

Included but not Limited to  
Logo Design - Brand Identity Creation - Interactive Forms - Brochures - Direct Mail - Flyers - Signage - Corporate Identity - Coupons  
Calendars - Magazines - Greeting Cards - Package Design - Web Design Html & Flash Based - User Interface Design - Preflight

### Illustration:

Pencil - Pastels - Color Pencil - Charcoal - Oil & Acrylic Painting - Water Colors - Pen & Ink - Scratchboard

### Photography:

Digital - 35mm - Medium Format - Retouching - Color Correction - Lighting - Darkroom - Studio Operation - Photo Editing