SOCIETY JAZZ
by: etana holowinko, M.S.

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"I fell in love with my ideal life, and now I spend my time not dreaming, but creating." - e.h.

Professional Summary

Forward-thinking design and leadership professional with 20+ years of experience combining traditional design principles with AI-enhanced solutions. Founder of SocietyJazz Design specializing in the proprietary Living Portfolio™ process that helps clients authentically evolve their brand identities. Strategic leader with proven success in both creative and executive roles, managing annual budgets and digital transformations. Certified in AI-aided design and committed to making technology accessible through client services, education, and community leadership.

Core Philosophy & Approach

- Design solves visual puzzles
- Strategic vision drives transformation
- Merging timeless design with AI
- Human-centered solutions
- Visual storytelling systems
- Technology adapts to people

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

- **ELVTR | AI-Aided Graphic Design Certification** (2024)
- **Web Accessibility Compliance** (WCAG & ADA)

Experience

Founder Creative Director & Lead Educator - SocietyJazz Graphic & Web Design
2006 - Present | Tempe, Arizona

- Pioneered Living Portfolio™ process for brand authenticity
- Brand Development, Strategy, Print Advertising & Marketing
- Ensured global brand consistency & quality
- Web Accessibility Compliance Partnership (WCAG & ADA)
- WordPress, Web, SEO & E-learning Solutions (Web & Mobile)
- Integrated AI with traditional design methods
- Developed custom GPTs for design workflows
- Fostered long-term client & student partnerships

Tech & Design Mentor - Superprof & TakeLessons
2017 - Present | Remote

- Delivered one-on-one & corporate team training
- Created custom learning paths for all skill levels (ages 7-93)
- Specialized in Adobe, Microsoft, WordPress & AI
- Developed ESA-certified design curriculum
- Maintained exceptional student success rates
- Provided expert technical & creative guidance

HOA Board President - Springdale Condominium Association
2013 - Present | Tempe, Arizona

- Led strategic vision for 11-year community
- Manage budget, contracts & reserve investments
- Created digital brand & communications
- Fostered transparent community leadership

Art Director - The Catalogues
2013 - 2015 | Scottsdale, Arizona

- Directed multi-market catalogue design production
- Managed comprehensive brand presence
- Led in-house design, website and social media updates
- Oversaw nationwide content distribution

Senior Graphic Designer - General Dynamics
2012 - 2013 | Scottsdale, Arizona

- Created strategic RFP/RFI solutions
- Developed custom technical illustrations
- Managed document control systems
- Maintained strict compliance guidelines

Creative Director - Cookies From Home
2008 - 2012 | Tempe, Arizona

- Led comprehensive marketing campaigns
- Directed product photography
- Created custom corporate vector brand solutions
- Managed nationwide brand consistency

Assistant Librarian & Design Support - Collins College
2002 - 2007 | Tempe, Arizona

- Managed operations & creative services
- Created campus-wide branding systems
- Provided technology & design support
- Supervised team of three staff members
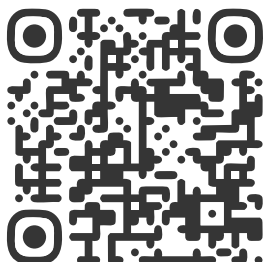
Software Expertise
SPECIALIZED IN TECH FLUENCY & EMERGING TECHNOLOGIES

Design & Creative: Proficient on Mac & PC; current software versions **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Acrobat)
Canva & Figma (Team collaboration & UI/UX) • **AI Design Tools** (Stable Diffusion, Recraft, Ideogram, OpenAI, Sintra...) • **AI Portraiture** (People & Pets)
Web & Digital: **Wordpress** (Development & Customization) • **HTML/CSS** • **SEO Tools & Analytics** • **Google Workspace**
Business & Productivity: **Microsoft Office Suite** (Excel, PowerPoint, Word) • **Project Management Tools** (Slack, Monday)
AI & Automation: **Custom GPT Development** • **AI Integration Tools** • **AI Integration Tools** • **Workflow Automation Systems**

"Self-initiated; where there is a problem there is always a solution." - e.h.