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

SOCIETYJAZZ

by: etana holowinko,M.S.

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

Professional Summary

Graphic and web designer, business owner, and educator with 20+ years of design experience and 15+ years of technology tutoring. Founder of SocietyJazz Graphic & Web Design and adjunct instructor in Computer Information Systems at Mesa Community College. Combines branding, web design, and AI-assisted creative tools with practical, student-centered instruction. Skilled at making technology accessible and helping clients and learners build confidence, solve problems, and achieve their goals.

Core Philosophy & Approach

- Graphic Design & Branding
- WordPress & Web Design
- Technology Instruction & Tutoring
- Curriculum & Lesson Development
- AI-Assisted Design
- Digital Accessibility & Literacy

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 & Technology Educator - SocietyJazz Graphic & Web Design
2006 - Present | Tempe, Arizona

- Pioneered Living Portfolio™ process for brand authenticity
- Brand Development, Strategy, Print Advertising & Marketing
- Teach Adobe, WordPress, Microsoft Office & AI
- Web Accessibility & AccessiBe Partnership (WCAG & ADA)
- WordPress, Web, SEO & E-learning Solutions (Web & Mobile)
- Integrate AI with traditional design methods
- Develop custom GPTs for design workflows
- Foster long-term client & student partnerships

Adjunct Instructor, Computer Information Systems - Mesa Community College
2026 - Present | Mesa, Arizona · Remote

- Teach digital literacy & applied technology skills
- Develop lessons, hands-on projects & assessments
- Assess learning & provide individualized feedback
- Support diverse learners in an inclusive classroom

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 - 2026 | 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

Software Expertise

SPECIALIZED IN TECH FLUENCY & EMERGING TECHNOLOGIES

Design & Creative: Proficient on Mac & PC; **Adobe Creative Cloud** (Photoshop, Illustrator, InDesign, Acrobat) • **Canva** • **Figma**

Web & Digital: **WordPress** (Development & Customization) • **HTML/CSS** • **SEO/AEO & Analytics** • **Google Workspace**

Teaching & Productivity: **Canvas LMS** • **Articulate 360** • **Microsoft 365 Suite** • **Zoom** • **Slack** • **Monday.com**

AI & Automation: **AI Assistants** (ChatGPT, Claude, Gemini, Copilot, +) • **Custom GPTs & Workflow Automation** (Scripting/Prompting)

AI Design & Media **ComfyUI** • **Stable Diffusion** • **Image & Audio Generation/Editing** • **Voice Cloning** • **Custom Workflows**

www.livesocietyjazz.com

References available on request.

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