



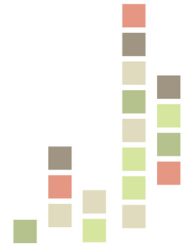
# Amberlee Chaussee

GRAPHIC DESIGN SOLUTIONS FOR PRINT & WEB



## PROFILE

- Collaborative graphic designer specializing in up-to-date and outside-the-template design solutions
- Providing expertise with all stages of production— from innovative concepts through final deliverables— and intelligent integration of print and web media
- Skilled with all major design software, both Mac and PC



## EMPLOYMENT

**The Creative Group**, San Francisco, California

**August 2007 – Present**

(The Creative Group, a division of Robert Half International Inc., focuses on placing freelance professionals in creative, advertising, marketing, web and public relations fields.)

### SENIOR GRAPHIC DESIGNER

#### Freelance projects including:

Gyro International: CSS layout for two NetApp micro-sites; HTML email for Borland, NetApp and Sun Microsystems.

Reactrix: Digitizing of city/regional maps in Illustrator for Hilton Hotels ad campaign.

Grey San Francisco: e-mail campaign for Symantec in multiple languages.

Mediatrope: Visual concept and mock-ups of micro-site “American Art, American City” for TERRA Foundation.

NetApp: Sole creator of new visual design and layout for Marketing Intranet site. Concept remained loyal to new brand while offering a uniquely different look and feel. Developed detailed online style guide and documentation of design specifications, visual standards and style guidelines. This visual design and style guide was adopted and implemented for company-wide Intranet.

Visual design, mockup and feature image concepting for WWW and Intranet sites. All designs reinforced brand goals and values and aided in successful brand launch, March 2008.

Pillsbury Winthrop Shaw Pittman LLP: Create, edit, publish HTML emails and a variety of print materials including case studies, fact sheets, reports and advertisements. Concepting and mockups for company holiday e-card.

**Rhino Network Solutions**, Redwood City, California

**July 2005 – July 2007**

(RNS is a network services and online technology provider for small to medium sized businesses, many of them in start-up stage.)

### DESIGN DIRECTOR

Designed and produced web and print materials including from-scratch websites and extensive revision of existing websites, along with creating and integrating corporate identities and marketing collateral. Created additional value for clients by refining navigation and interfaces for better customer experience; incorporated techniques to optimize search engine rankings (SEO) and reinforce their online presence.

## EMPLOYMENT (continued)

**Varian, Inc.**, Consumable Products Marketing Division, Walnut Creek, California  
(Varian, Inc. is a manufacturer of scientific instruments for the global healthcare industry.)

**August 2004 – May 2005**

### LEAD DESIGNER

Recruited to lead a small design team to redesign three catalogs for Varian’s largest division (150,000 copy distribution). Collaborated with executives to ensure the project conformed to exhaustive specifications and was delivered on schedule and within budget. Created a more efficient layout resulting in a 20% page reduction and improved readability.

**Quantum Services**, NASA Ames Research Center, Moffett Field, California

**February 1998 – December 2003**

(Quantum Services is a public sector company with an exclusive contract with NASA (National Aeronautics and Space Administration) to process and distribute government-sponsored research for educational programs and public use.)

### GRAPHIC DESIGNER

In charge of all print and website design, educational materials and marketing collateral, including the creation of the first education website at NASA’s Ames Research Center.

Designed 12 educational websites efficiently integrating interactive multimedia projects, webcasting, and an inventory of educational materials.

Invented the “Science, Math & Engineering Trading Cards” concept to encourage young students’ interest and knowledge of NASA related careers. This successful design format is currently distributed internationally by NASA.

Recipient of the prestigious NASA Space Act Award, Astro-Venture, Ames Educational Technology Team, 2005

## EDUCATION

Bachelor of Science degree in Geology, Montana State University, 1996

Graphic Design, University of California, Santa Cruz (UCSC Extension), 2001-2002

## SKILLS

- Visual design; concepting and brainstorming
- Wireframe creation; logical hierarchy of information; intuitive interface design and navigation
- Branding, corporate identity and marketing collateral
- Color theory; image sourcing; color correction; image enhancement
- Knowledge of rich media technologies and applications
- Agency, small business and corporate experience
- HTML/XHTML hand-coding, HTML-based e-mail, eDMs, CSS style sheets, inline styles
- Cross browser/platform compatibility issues in association with development
- Excellent communication and presentation skills specialized in client support, reassurance and service
- ePublishing; PDF creation, optimization and security
- Print: concept, design, layout, pre-press, publishing

Adobe Photoshop  
Adobe Illustrator  
Adobe ImageReady

Adobe InDesign  
Adobe PageMaker  
Quark Express

Dreamweaver  
Adobe Flash  
Adobe Acrobat

Adobe GoLive  
Macromedia Fireworks  
Altova XML Spy

Strengths Finder 2.0: Learner, Relator, Restorative, Achiever, Connectedness

## PORTFOLIO

<http://www.auberginedesigns.com/portfolio>

**Professional References Available upon Request.**

