

# beatrice aispuro

323.578.8995

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## COMPUTER KNOWLEDGE ::

Photoshop, Illustrator,  
OmniGraffle, Visio, Flash,  
Dreamweaver, Acrobat,  
InDesign, QuarkXPress, Final  
Cut Pro, MS Office, vi, UNIX,  
HTML, CSS, Windows, Mac,  
UX, UI, SEO, Social Networks

## EDUCATION ::

**California State University, Long  
Beach, CA – 1991**

B.A. Journalism/Public Relations,  
Spanish Minor

**Art Center College of Design,  
Pasadena, CA – 1995-1997**

QuarkXPress  
Computer Imaging  
Design with Computers  
Website Development  
Web Design Seminar  
Photography  
Package Design

**University of Alabama Huntsville  
Huntsville, AL – 2006**

XML Programming

## CONFERENCES ::

Creative Suite 3 + Web  
MOGO Media  
Flash  
Flash Forward, Lynda.com  
Photoshop  
Thunder Lizard Productions  
Web Design  
Thunder Lizard Productions

## OTHER SKILLS ::

Fluent in Spanish/Italian  
Black and White Photography  
Digital Photography/Film

STATER BROS. MARKETS

**Business Analyst III  
Digital Communications Coordinator  
Programmer Analyst II**

Created new website and intranet layouts, including digital coupons and shopping list portals. Successfully cleaned up inconsistent NAP data across the web. Researched new CMS, email marketing platforms, and digital initiatives. Spearheaded all digital efforts for Stater Bros. Markets, including setting up all social media accounts and consolidating Google and Yelp location listings for 169 stores. Designed new responsive site staterbros.com (IA, layouts, ux/ui, graphics, copywriting, SEO). Coordinated all digital campaigns and advertising, and managed all online listings and directories.

BEGRAFIC.COM

**Digital Strategist/Designer**

Created identity branding: ads, logos, trade show booths, and print collateral. Produced sites using HTML and CSS. Client list includes: Disney, RAND Corporation, Caltech, San Jose Mercury News, Paso Robles Vintners & Growers Assoc, and Chinese Laundry Shoes.

WHITE TIGER PRINTING & MEDIA PACKAGING

**Art Director/Designer**

Created identity branding for White Tiger Printing and partner companies. Designed ads, logos, billboards, brochures, pop displays, and dvd collateral. Produced photography, new web structure and site redesign (whitetigerprinting.com).

FOXSPORTS.COM

**Photo Editor**

Prepared photos for online publication: Color-corrected, collaged, and optimized photos for website. Used CMS to upload content to website. Designed centerpieces, thumbnails, and compiled photo galleries. Cross-trained staff on Photoshop.

SHOPSPORTS.COM/COPELAND'S SPORTS

**Sr. Web Designer**

Redesigned/restructured sites for online sporting goods company. Developed page layouts and coded templates for affiliate sites. Translated sites into Spanish. Trained staff on Photoshop, Dreamweaver, and web design/HTML.

EVENT 411.COM

**Web Designer**

Created site designs for business-to-business software company offering online event planning tools. Tracked banner traffic and tailored ads accordingly. Designed and edited user manuals, and assisted programmers with ASP and server-side include files.

SFUSD LANGUAGE ACADEMY

**Webmaster/Designer**

Redesigned website, created print materials, and trained staff on design, HTML, and desktop publishing. Provided teachers at SFUSD with instruction on using computers and teleconferencing equipment.

NETSCAPE COMMUNICATIONS

**Scheduling Coordinator**

Coordinated all Netscape Learning classroom schedules. Redesigned and maintained NL intranet/internet sites. Created print designs for NL staff.

CALTECH, GEOLOGICAL & PLANETARY SCIENCES

**Webmaster/Designer**

Developed site structure and web layout designs to launch the first-ever website for Caltech. Provided concept and production of all print/web/logo designs for the Division of Geological & Planetary Sciences and the Seismological Laboratory. Served as editor and designer for the original GPS Alumni Newsletter. Wrote curriculum and conducted training in web design for GPS staff and students. Wrote instructional guides on desktop publishing for staff across campus.

SAN BERNARDINO, CA  
2012-2016

WORLDWIDE  
2000 - 2012

HUNTSVILLE, AL  
2005 - 2007

LOS ANGELES, CA  
2003 - 2005

SAN LUIS OBISPO, CA  
2000 - 2000

MARINA DEL REY, CA  
1999 - 2000

SAN FRANCISCO, CA  
1998 - 1998

MOUNTAIN VIEW, CA  
1998 - 1998

PASADENA, CA  
1993 - 1998

work  
experience

References available upon request