

beatrice aispuro

••••• begrafic.com



323.578.8995
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COMPUTER KNOWLEDGE ::

Photoshop, Illustrator, Flash,
Dreamweaver, Acrobat, InDesign,
QuarkXPress, Final Cut Pro, MS
Office, vi, UNIX, HTML, CSS,
Windows XP, Mac OSX, familiarity
with Java/XML/ASP/Spry

EDUCATION ::

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

B.A. Journalism/Public Relations,
Minor in Spanish

**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 8
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

References available upon request

WORK EXPERIENCE ::

BEGRAFIC.COM

Freelance Designer/Developer 2007- PRESENT

Produce marketing collateral such as ads, brochures, newsletters, and logos. Design and develop data-driven websites, including search engine optimization and marketing (SEO/SEM), and web metrics. Recently concluded a web usability study for Intergraph Corporation; developed new information architecture and wireframes according to research and analytics.

WHITE TIGER PRINTING & MEDIA PACKAGING, HUNTSVILLE, AL

Art Director 2005 - 2007

Created identity branding for White Tiger Printing and partner companies. Designed ads, logos, folders, business cards, billboards, calendars, brochures, pop displays, holiday cards, and dvd collateral. Produced photography, web pages with Flash animations, and sites using cascading style sheets (CSS).

FOXSPORTS.COM, LOS ANGELES, CA

Photo Editor 2003 - 2005

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

BEGRAFIC.COM

Freelance Webmaster/Designer 2000 - 2003

Created websites and marketing material for clients such as Disney, RAND Corporation, Basicline Corporation, Gilbert USA and Chinese Laundry Shoes.

SHOPSPORTS.COM/COPELAND'S SPORTS, SAN LUIS OBISPO, CA

Sr. Web Designer 2000 - 2000

Redesigned/restructured websites 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, MARINA DEL REY, CA

Web Designer 1999 - 2000

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, SAN FRANCISCO, CA

Webmaster/Designer 1998 - 1998

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, MOUNTAIN VIEW, CA

Scheduling Coordinator 1998 - 1998

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

CALTECH, GEOLOGICAL & PLANETARY SCIENCES, PASADENA, CA

Webmaster/Designer 1993 - 1998

Developed site structure and page 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. Designed brochures, ads, lectureship flyers, invitations, and building signage. Wrote curriculum and conducted computer training classes in web design for GPS staff and students. Wrote instructional guides on desktop publishing for staff in all departments at Caltech.