

DENEEN UNDERWOOD

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PROFESSIONAL SUMMARY

Experienced graphic and web designer skilled in providing digital graphic communication in a professional manner for print or web assets utilizing experience in concept development, original design creation, branding, typographic, color and composition solutions as well as functional, material and visual requirements for responsive designs, print to digital modifications, and multiple device designs.

SKILLS

TECHNOLOGY

- Adobe Creative Cloud
- CorelDraw Graphic Suite
- Microsoft Office
- XHTML, HTML, CSS, WordPress, and browser based CMS
- Netsuite, Profitmaker, Quick Books
- MIVA, ASP, PHP, OSC, Magento, Joomla, Adobe Business Catalyst ecommerce programs

BUSINESS PLAN WRITING

Researched and wrote several business plans for business models, loan and investment seekers, and a maquiladora with the following components: executive summary, vision and mission, company overview and profile, product or service strategy, market analysis, marketing plan, and financial plan and forecasts.

ACCOMPLISHMENTS

- Researched and wrote formula for Flood Control Authority to calculate current gauge/discharge to determine if a major flood event would have happened prior to improvements.
- Wrote and taught public education component for Act 101, Section 902 Municipal Recycling Program Grant for Carnegie Borough. Satisfied recycling outreach effort by creating a recycling education animation narrated by students at the Boys and Girls Club and Carnegie Elementary Family Reading Night.
- Collaborated with Carnegie Borough to collect data and compile information and along with original photography and illustration, created a new website that offers valuable information to residents and was awarded First Place in the 2016 Pennsylvania Association of Boroughs Web Design Contest.
- Researched local/national contests and coordinated student participation resulting in more than 30 first-fourth place winning entries spanning 5 years with receipt of various art supply and field trip grants.
- Managed information and graphics using Excel, comma delimited formats, and various ecommerce software for more than 50 Earth Trade Communications ecommerce websites.
- Art direction and project management to meet and understand overall vision, timeline, and budget. Analyzed tasks and implemented design strategies and solutions through research, data collection, audience identification, and information architecture resulting in clear visual message communication.

WORK HISTORY

Graphic and Web Designer 2015 - present

Carnegie Borough, Carnegie, PA

Original web design, continuing maintenance, event photography, image editing, content research, print advertisements, brochures, and pamphlets.

Web Designer 2014 - present

Chartiers Valley District Flood Control Authority, Carnegie, PA

Original web design, continuing maintenance, photography, image editing, content research, and monthly gauge and discharge updates.

RECENT DESIGN PROJECTS

JCT Lawn Care, Carnegie, PA 2018 - present

TurnKey Taxes, Warrendale, PA 2017 - present

Stowe Township, Stowe, PA 2017 - present

Paint the Burgh, Scott Township, PA 2016 - present

Urangatang Web Designs, Las Vegas, NV 2007 - 2015

San Diego BBB Book, San Diego, CA 2006 - 2015

Saratoga Saddlery, Saratoga Springs, NY 2004 - present

A to Z Line and Anything Imprinted, Carlsbad, CA 1997 - 2015

Graphic and Web Designer

1997 - 2002

IPO Consultants, San Diego, CA

- Designed print communications such as corporate marketing packages and branding for companies with merger, acquisition, or initial public offering plans. Communication strategies were developed and their implementation directed to specific investment audiences – analysts, institutions, shareholders, brokers.
- Created portfolio pieces for business development proposals and investment strategies presented in business wire press releases, advertisements, brochures, annual reports, finance or investment publications, company profiles, investor fact sheets, and websites.

Athletic and Casual Footwear Designer

1994 - 1997

KIA Inc., (Guess Athletic), San Diego, CA

- Footwear design, material and component research, detailed specifications, line branding and logos for footwear, tissue, labels and box design.
- Researched, designed, and wrote company brochure used at SGMA Atlanta, NSGA Las Vegas, and ISPO Munich as well as international buyer package distributed to retailers in Europe.

Graphic Designer, Typesetter, and Prepress**Forward Lithography**, Pittsburgh, PA

1990 - 1994

New Pittsburgh Courier Publishing Company, Pittsburgh, PA

1986 - 1990

ECOMMERCE DEVELOPMENT AND MANAGEMENT**Mardo Cigars and By Pass Engineering Inc.**, San Diego, CA

2016

Earth Trade Communications, Encinitas, CA

1999 - 2016

Eternal Dreams Online Bridal Shop, La Mesa, CA – Owner

1999 - 2012

INSTRUCTION EXPERIENCE**Carnegie Boys and Girls Club**, Carnegie, PA – *Fine Art*

2017 - Present

Crafton Library, Pittsburgh, PA – *Fine Art*

2017

Rossllyn Farms Community Club, Rossllyn Farms, PA – *Fine Art and Shakespeare*

2016 - Present

ITT Technical Institute, Pittsburgh, PA - *Visual Communications Adjunct Professor*

2014 - 2015

College Center Montessori School, La Mesa CA - *Fine Art and Shakespeare*

2004 - 2012

EDUCATION**Graduate Work in Art History****San Diego State University**, San Diego, CA

1996 - 1997

BA Visual Art and Design**Point Park University**, Pittsburgh, PA

1991 - 1993

AA Visual Communications**Art Institute of Pittsburgh**, Pittsburgh, PA

1984 - 1986

AWARDSCarnegie Borough website – 2016 PA Association of Boroughs **First Place Web Design** 5001-7500 categoryIPO Consultants - **Best Booth Design Award**, San Francisco Money Show**COMMUNITY DESIGN WORK**

Carlynton High School Career Fair – Logo, sign, passport designs, Digital Marketing Booth

2018

Carnegie Elementary GATE – Rain Barrel Design

2016

Carnegie Elementary Family Reading Night Presentation and Craft

2015, 2016

Carlynton Soccer Boosters – Homecoming Float, Senior Night Program, Banquet Program

2014 - 2017

Carnegie Elementary – WISE (Women in Science & Engineering) logo design

2014

Carnegie Elementary 6th Grade Graduation PowerPoint, Program, Invitations, and Certificates

2014 - 2018

Carnegie Elementary Yearbook Editor and Designer

2013 - 2018