

CHERYL RUTHERFORD

résumé

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Objective:

To find a position with growth potential that is varied, creative and allows me to retain control over and responsibility for my projects from within a supportive environment.

I value harmony, integrity and doing purposeful work.

HIGHLIGHTS OF QUALIFICATIONS

12+ years' experience in electronic design

Extensive experience in B2C e-commerce web site development, maintenance and internet marketing (including search engine optimization)

Proposed and implemented the original online presence for the International Mascot Corp., which directly resulted in its procuring a major US client the first day the site went live

Successfully design websites for small creative businesses, and enjoy the process of determining the client-specific needs and developing a working relationship with them, including excellent rapport and successful completion of projects

As part of a team, designed e-mail presentations using Flash for use in a program that enabled real estate agents to send customizable multimedia e-mails to their clients

Using Director, was responsible for the layout and graphics for Top Recruiter, a program designed to enable realtors to recruit agents

Designed and authored The Tour, a multimedia CD ROM complete with a short film, based on a diary and memorabilia from a young woman's journey overseas after World War I (1921)

Have considerable experience in team settings (including working with Art Directors and Programmers), as well as effectively leading teams of 2-10 people

Developed and ran a Training Department, which necessitated having organizational and interpersonal skills, ability to communicate design concepts, and fulfilling administrative duties (including production monitoring and tracking using Excel and other Windows office programs)

Have excellent time and project management skills, resulting in increased production that in turn increases profitability and sets new production standards (have increased production times and efficiency by up to 75%)

Interested in developing and researching new ways of doing tasks; enjoy ongoing innovation

COMPLIMENTARY QUOTES

"I think it is far superior to what I have now and you are a genius." (In response to the new Steveston Seafood House menu.)
--Chris Wadham, Restaurant Office Intelligence Inc.

"You were an absolute pleasure to work with and your style and professionalism is unparalleled."
--Lisa Sauer, NuNuBoo Photography

"I hope you already know how I've appreciated working with you...and I'm looking forward to doing lots more together. Having the business has brought me into contact with many wonderful people, and you are right at the top of that list. It's a real treat to know you, ma'am! I mean that."
--Jackie Lewis, Acme Rubber Stamps

"You have done a wonderful job for me Cheryl and I truly appreciate it. It has been a pleasure working with you and getting to know you through the changes that have occurred in our lives, our family upsets and growth in both of our businesses."
--Libby Claridge, Earthdance Soaps

"(Cheryl) possesses the ability to be insightful so that all aspects of a problem are analyzed and evaluated. Then, she is capable of developing logical relationships and conclusions from her original interpretation. This ability combined with her talent for expressing her ideas with simple clarity is powerful... To be creative must come naturally for Cheryl because it is so obvious. This allows her to diverge from a safe, protected analysis or actions and to seek her own course."
--Byron McDell, Teacher

"You can be confident that you are hiring a loyal, honest, hard-working individual with the skills necessary to take on almost any challenge."
--Joel Leveille, International Mascot Corporation

EDUCATION

Centre for Digital Imaging and Sound
1999-2000: Media Arts Core Studies

University of Alberta
1985-1989: Bachelor of Science in Human Ecology

SOFTWARE FAMILIARITY

Photoshop, Illustrator, Flash MX, Dreamweaver, HTML, Sound Forge, Nero, Premiere, Adobe After Effects, various Windows Office software.

WORK HISTORY

Senior Designer (2007-2008)

BB Com
Vancouver, BC

- Design websites, sub-pages, e-newsletters, icons (projects include General Motors Place and Set The Pace, a private site for the Vancouver Canucks)

Designer (2005-2007)

The Write Place
Vancouver, BC

- Design custom layouts for wedding and party invitations.

Designer (2004-2006)

Restaurant Office Intelligence Inc.
Burnaby, BC

- Create all brand identity items for the company's various businesses: ROI, Steveston Seafood House, Monte Carlo's (ads, business cards, letterheads etc).
- Designed the menu for the Monte Carlo's and Steveston Seafood House restaurants in order to increase sales of specific food items.
- Filmed, edited and designed the DVD, "Creating the Perfect Menu = Greater Profitability".

Designer (2000-Present)

Acme Rubber Stamps & High Hopes Rubber Stamps

- Am the independent contract designer for both companys' B2C e-commerce art stamp web sites. Create all site graphics, layout, site navigational structure, and determine the sites' look.
- Implemented a shopping cart that utilizes an online cart application.
- Responsible for project management of site development, updating and maintenance as well as ongoing site enhancements and change requests.

Multimedia Designer (2000-2002)

Top Producer Systems
Richmond, BC

- Within a team environment, created the multimedia presentations for Hot Marketer, a program that enables real estate agents to send multimedia e-mails to their clients.
- Was part of the team assigned to create the layout and graphics for Top Recruiter, a program designed to enable realtors to recruit agents.

Training Department Manager (1998-1999)

International Mascot Corporation
Edmonton, AB

- Developed the training program at IMC.
- Trained new employees in the techniques of all areas of mascot design.
- Using Corel Draw, created the IMC Training Manual, including detailed design techniques and technical diagrams.

Webmaster (1996-1999)

- Responsible for initiating move onto the internet.
- Designed the original IMC Web site from scratch, including HTML coding, scanning of all images, creation of graphics, and writing of copy.
- Researched the workings of search engines and directories and implemented findings.
- Site was noted by IMC as being an invaluable marketing tool; the first day the site went online, IMC was contacted by the Osh Kosh Clothing Company (a large children's clothing company) and this resulted in a successful sale.

Senior Costume Designer - Heads (1994-1998)

- Increased company profits by consistently coming within or under time quotes.
- Was "specially requested" to work on a key costume prototype due to skill level, ability to work with salesperson towards realizing his vision of the costume, proficiency in duplicating the drawing, willingness to accept design changes, professional attitude when dealing directly with the client (Lucie Boisvert, Production Manager).
- Organized and led group projects.

ACCOMPLISHMENTS

Soft sculpture, Dream (Into Reality), was accepted into the juried show, "A Celebration of Spring" 2003 (Burnaby Arts Council)

Regularly submit digital photography and illustrations to the online gallery flowgaleria.org, which features pre-selected exhibit topics

Illustrated a young children's story (unpublished as of yet)

Cartoons accepted into two Amateur Cartoonist Guild books