

ALEX WIJNEN

resume

PROFESSIONAL PROFILE

- Accomplished senior-level graphic designer with eight years of agency experience who is successfully running her own design studio full-time since 2003.
- Creative strategic execution based on the client's goals, objectives, identity and audience.
- Elegant palette and eye for effective design.
- Exceptional efficiency and attention to detail for quick turnaround and overall profitability.

AREAS OF EXPERTISE

- Integrated marketing campaigns
- Corporate identity development
- Print collateral and direct mail
- Point-of-purchase and promotional items
- Strategic planning
- Project and team management
- Client and vendor relations
- Budget planning

EXPERIENCE

DEFTELING DESIGN, Eugene/Portland, Feb. 1997 - Current

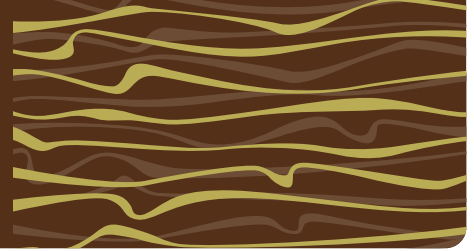
Principal & Designer Developed a successful graphic design studio with a growing base of both direct and agency clients. Responsibilities extend beyond those typical of a designer to include strategic planning, account and production management, new business development, and billing/P&Ls.

- Long-term clients include Kettle Foods, OHSU, University of Oregon, Oregon Bach Festival, and RFM Preferred Seating. Contract projects through agencies such as HMH, ID Branding, and Gard Communications include Microsoft, Planar, Schnitzer, and Inspiration Software.
- Redesigned a variety of corporate and collateral pieces for Oregon Medical Laboratories, including a promotion that generated five new accounts in the Portland market within three days of launching.
- Concepted and executed a mailing for the University of Oregon Annual Giving Program that helped generate record donations at a time when many non-profits were experiencing decreased donations due to the economic downturn.

FUNK/LEVIS & ASSOCIATES, Eugene/Portland, April 2000 - March 2003

Senior Designer Responsible for taking projects from concept to completion in a wide variety of printed media (identities, brochures, folders, newsletters, annual reports, advertising, direct mail, point-of-purchase, packaging, CDs) and non-printed media (web sites, trade show exhibits, banners, environmental signage, promotional items). Clientele ranged from small start-ups and local non-profits to large national and international corporations targeting both b2b and consumer audiences.

- Concepted and art-directed team members on campaigns for Monaco and Safari motor coach corporations, Albina Community Bank and University of Oregon Foundation among others.
- Concepted and executed an award-winning comprehensive promotional campaign for King Estate Winery that met its sales goal ahead of schedule in addition to garnering extensive publicity in trade magazines and wine clubs.
- Revamped two major fund-raising efforts for Food for Lane County that resulted in a 33% increase in donations over two years.



EXPERIENCE
CONT'D

AD GROUP, INC., Eugene, Nov. 1998 - April 2000

Art Director Developed strategic marketing materials - including packaging, corporate identity, sales materials, direct mail, and point-of-purchase - for clients in the retail food industry with a strong emphasis on b2b audiences.

- Created image and product brochures for Fisher Mills Distribution that exceeded expectations in terms of sales generated.
- Launched a national sales campaign for the Foster Farms school cafeteria program consisting of direct mail and extensive print collateral.

OSLUND DESIGN, INC., Eugene, April 1995 - Nov. 1998

Graphic Designer Responsible for concept, layout, pre-production and production management of various graphic materials including corporate identity, brochures, print advertising, posters, displays, signage, promotional apparel, etc.

- Designed logo, letterhead and collateral for Food for Lane County's "No Room For Hunger" capital campaign, exceeding its goal ahead of schedule and raising over \$2.6 million.

KEIFER/BRAUNGER/SHELLEY, Eugene, Feb. 1992 - Dec. 1994

Producer/Copywriter Responsible for production of television/radio commercials, including planning, copywriting, storyboarding and field/post-production.

EDUCATION

ASSOCIATE DEGREE, Graphic Design, Lane Community College, Eugene, Oregon, 1995

BACHELOR OF ARTS, Advertising, Drake University, Des Moines, Iowa, 1991

AWARDS & HONORS

- *American Corporate Identity*: Publication of more than 30 designs
- *The Big Book of Logos*: Publication of more than 20 designs
- *Creativity*: Publication of 6 designs (two of which received a Gold Medal Award)
- Magna Cum Laude at Drake University

RELEVANT SKILLS

- **MACINTOSH** Adobe Creative Suite, QuarkXPress, Freehand
- **ILLUSTRATION** Watercolor, pencil, pen & ink, silk dye painting
- **LANGUAGES** Fluent in Dutch and German
- **OTHER** Strategic thinking; strong organizational and proofing skills

TESTIMONIALS

"Many thanks for your excellent work on the Library's publication 'Building Knowledge.' It is really stunning. And your turnaround time is remarkable."

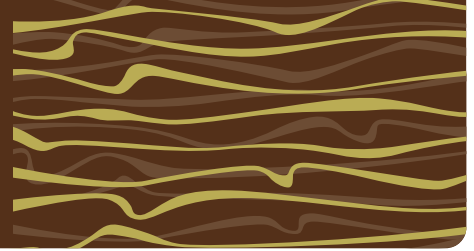
- Deb Carver, UNIVERSITY OF OREGON LIBRARY

"The materials were first-class, grade A. You did a splendid job, even better than what I had envisioned. Thank you for your great designs, thoroughness, fast turns, and stalwart professionalism."

- George Evano, OREGON BACH FESTIVAL

"We have got nothing but compliments on the new OHS Annual Report. Thanks for doing such a great job for us."

- David Lytle, OREGON HUMANE SOCIETY



REFERENCES

CARLYN SCHRECK Director

University of Oregon – Office of Stewardship

phone: 541.346.5559 email: cschreck@uoregon.edu

“I love that Alex is part of my team, part of the creative process. She takes the time to learn about and understand the vision and then adds her expertise and creativity. She is extremely artistic and creative, always thinking outside the box. Her artistic eye is an advantage with art direction, photo shoots and design work.”

GEORGE EVANO Interim Director, Marketing Communications-Development

University of Oregon – University Advancement

(Oregon Bach Festival at time of engagement)

phone: 541.346.2379 email: gevano@uoregon.edu

“Why do I work with Defteling Design? Alex provides creative solutions that stand out from the pack and radiate our brand image, while keeping a lock-tight eye on timelines, budget, and efficiency.”

MARC MCCULLAGH Brand Manager

Kettle Brand®

phone: 503.586.1591 email: mmccullagh@diamondfoods.com

“Alex handles all of our collateral projects and product renderings with a smile and delivers each on time. Her attention to detail and brand identity allows for consistent messaging across many touchpoints, essential to the success of any brand.”

BARBARA BOUGNON Marketing/PR Director

Oregon Humane Society

phone: 503.416.2981 email: barbara@oregonhumane.org

“Alex is an absolute delight to work with. Her designs are fresh, original and thoughtful. She definitely has our mission at heart when she starts any new project for us.”

NAN ROBERTSON Principal

The Robertson Group

phone: 503.704.2546 email: nan@therobertsongroup.org

“Thanks to Alex our company’s collateral materials and website always draw very positive, rave reviews from our clients...we can’t imagine doing business without Defteling.”