

JANET GUERTIN

*Designer. Collaborator. Collector.
Bookworm. Wife. Cat Mama.*




Currently residing in Cary, I am both a North Carolina native and recent transplant to the triangle, having honed my skills in many great places across the country including Savannah, Salt Lake City and Los Angeles.

With over 10 years experience in the design industry, I have worked for both large in-house design departments, small design firms and as a freelancer with self directed projects and outside clients.

Past projects have included branding and strategy for small businesses, multifaceted branding initiatives, photo shoot art direction, and web design. I am organized, open-minded and enjoy working in a team environment.

Presently I am broadening my skills in CSS and HTML, and expanding my love of photography.

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 @janetguertin

Education

ART CENTER COLLEGE OF DESIGN
PASADENA CA
2006
Digital Retouching

SAVANNAH COLLEGE OF ART AND DESIGN
SAVANNAH, GA
1994–1998
BFA, Graphic Design
Cum Laude

Skills

Mac & PC platforms
Photoshop CS5
InDesign CS5
Illustrator CS5
Dreamweaver CS5
CSS
HTML
UX design
DIY
Custom book binding

Experience

FREELANCE DESIGN, CARY NC

June 2008–present

Designer for print and web with a focus on branding, custom books, invitations, and front end web design. Assists CreatureBox, LLC with various administrative tasks including proofreading, scheduling, sales tax preparation, and file organization.

KAISER PERMANENTE, PASADENA CA

March 2003–May 2008

Worked in-house designing marketing materials promoting healthy living as well as services and benefits. Projects included identities, print collateral, and environmental graphics. Strategic partner in company brand evolution initiative. Researched, tested and developed new brand guidelines to unite eight national regions and provided tools for all levels of implementation. Assistant Art Director for Vision Essentials brand photo shoot.

AMGEN, THOUSAND OAKS CA

June 2002–March 2003

Worked in marketing department on product specific information tools, collateral and advertising for both professional and consumer audiences. Developed tradeshow graphics and materials for events. Partner in design of the iControl Kit, a successful patient tool for managing cancer treatment.

FREELANCE DESIGN, LOS ANGELES CA

April 2001–May 2002

Designer on various logo and catalog projects for City National Bank, East Los Angeles College and Warren Group.

CMG DESIGN, PASADENA CA

December 2000–March 2001

Assisted with design and production of printed and online annual reports for Cathay Bancorp and Guitar Center.

RUMOR ADVERTISING

(FORMERLY HALLY O'TOOLE DESIGN), SALT LAKE CITY UT

January–October 2000

Designed print ads and packaging for technology, retail, and corporate clients. Contributed to brand strategy and development, including identity systems, print collateral and website design for clients including DocuHarbor, OC Tanner, Franklin Covey and Big D Construction.

SEDUCTIVE PROPAGANDA

(FORMERLY THE HOLT GROUP), GREENSBORO NC

November 1998–December 1999

Designed identity systems and magazine ads for a broad range of clients including Bernhardt Furniture, Computer Results, MCA Architects, LJVM Coliseum, and Advanced Direct Marketing.

PROFESSIONAL TENNIS REGISTRY, HILTON HEAD SC

May–August 1998

Collaborated with Editors, Writers, Design Director and Vice-President on design and layout of TennisPro magazine. Other projects included ads, logos, invitations, and large scale event graphics.