

GWENDOLYN COYNE

C.V.

EDUCATION

Bachelor of Fine Arts
University of California, Santa Cruz
Graduated with Honors

1401 Jackson Street #702
Oakland, CA
94612

831.239.8309 TEL
gwen@gwencoynce.com
behance.net/gwencoynce
gwencoynce.com

SOFTWARE SKILLS

Adobe Photoshop, Illustrator,
InDesign, Acrobat, Dreamweaver
StarOffice Impress, Writer
Microsoft PowerPoint, Word
Apple Keynote
Quark XPress
Mac OS X Platform
Windows Platform
Cisco WebEx
HTML
CSS

Working Knowledge

Adobe Flash

OBJECTIVE

Position as an Art Director or Senior Visual Designer for a creative team.

SUMMARY

Detail-oriented, highly adaptable design professional with nine years of experience producing creative solutions for print, web, and electronic media, specializing in:

Design and production of
marcom and event materials,
presentations, annual reports,
packaging, and information
graphics

Advertisement and web banner
creation; image sourcing

Creation of designs for
direct marketing elements

Corporate identity / brand development

Visual design for web sites and blogs

Contracting and management of design
agencies, web developers, and print
professionals; direction of in-house
designers, illustrators, and photographers

Interface design for software products;
collaboration with developers

WORK EXPERIENCE

Sun Microsystems, Inc. / Jul. 2005—Feb. 2010

Senior Visual Designer, Application Platform Software Marketing

Served as a senior visual designer and brand advocate for the Sun Application Platform Software Marketing group, providing graphic design and production services to executives, sales, and software product teams. Handled a wide range of design projects from concept to completion, while ensuring timely delivery of high-quality, brand-compliant materials for print and the web under stringent deadlines.

- Created templates and graphics for executive and customer-facing presentations
- Designed data sheets and success stories; created event collateral and signage, advertisements, posters, newsletters, fliers, information graphics, sales guides, documentation templates, web banners, and web landing pages
- Rebranded software product interfaces and splash screens; created launcher icons
- Managed software product web presence for launches
- Customized executive and employee blog templates
- Managed design projects with external agencies and print vendors
- Maintained Software Marketing Intranet web pages
- Established info-graphics guidelines with the Sun Brand Team
- Optimized Software Marketing Team's graphics production process
- Sourced for brand-compliant imagery
- Received highest scores in performance reviews

Tarantella, Inc. / Apr. 2001—Jul. 2005

Lead Visual Designer / Marketing Manager III, November 2004—July 2005

Oversaw the corporate brand identity. Responsible for managing, designing, and producing all web, screen, and printed marcom projects; maintained an online collateral management system for sales force. Regulated web, screen, and printed marketing materials to reflect style guidelines and promote brand awareness.

AWARDS & ACHIEVEMENTS

Consistent Top Performance Reviews

Sun Microsystems

Achievement Award

Sun Microsystems,
Q1FY07

Heavy Hitter Award

Sun Microsystems,
Q2FY06

Numerous Peer Nominations

Sun Microsystems,
2006—2009

Employee of the Year/ President's Club

Tarantella, 2001

Employee Excellence Awards

SCO & Tarantella
2000 (Q3), 2001 (Q1, Q3, Q4),
2002 (Q1), 2003 (Q1, Q2),
2004 (Q2, Q4), 2005 (Q2)

Participation in Multiple International Photography Publications & Exhibitions

2006—2009

Represented by

Getty Images

- Designed annual report cover artwork
- Re-branded software interfaces and product packaging
- Collaborated with developers and oversaw implementation of designs
- Created direct mail campaigns and templates to support sales and generate leads
- Produced advertisements, trade show signage, web banners, and invitations to promote products at events
- Attended press checks to ensure high-quality printing and color matching; requested print job estimates to obtain competitive quotes
- Selected photographic imagery for marketing materials
- Contracted and managed external designers and web contractors
- Assisted in all product launches with collateral production, web site updates, sales tools creation, and distribution channel communication

Lead Visual Designer / Marketing Manager II, October 2002—November 2004

Quickly recognized as a top performer and promoted within six months. Selected by executive management to lead the corporate re-branding process.

- Designed corporate and product logos, web site, marcom collateral, and software interfaces; determined new corporate color palette and typeface
- Established and regulated style guidelines and set production standards
- Provided web and print templates to international offices for localization
- Trained and supervised contractors, interns, and temporary employees
- Created presentation graphics, technical diagrams, and documentation templates
- Fulfilled collateral requests for sales team and distribution channels
- Assisted in all product launches with collateral production, web site updates, sales tools creation, and distribution channel communication

Visual Designer / Marketing Manager I, April 2001—October 2002

Recruited by Tarantella executives immediately following the SCO/Tarantella transition. Translated concepts into concrete design for web sites, promotional materials, and marketing collateral within established brand guidelines.

- Recognized repeatedly by the executive team for excellence, and designated Employee of the Year in 2001
- Redesigned and implemented Tarantella's Intranet
- Converted SCO's corporate web site to the Tarantella look and feel
- Created logos, web banners, and technical diagrams; maintained graphics archive

The Santa Cruz Operation (SCO), Inc. / Feb. 2000—Apr. 2001

Web Designer / Marketing Manager Associate, June 2000—April 2001

After a successful internship, I was offered a permanent position within the company. Conceptualized and designed graphics and web sites for the SCO Web Team.

- Placed in charge of the redesign and implementation of SCO's corporate web site; provided style guidelines and HTML templates; directed web conversion
- Created logos, web banners and technical diagrams; developed and maintained graphics archive; created and maintained web pages

Web Designer / Marketing Specialist I, February 2000—June 2000

Joined SCO as a graphics intern for the Web Team. Designed and produced graphics and banners for SCO's internal and external web sites; created and maintained web pages.

VIEW RECOMMENDATIONS AT:

<http://www.linkedin.com/in/gwencoyn>