



veronica ramirez

resume

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## buddhabootz design

### OBJECTIVE

To find contract or freelance work with your company utilizing my skills and experience that would greatly benefit your team. I am enthusiastic about the possibility of this collaboration.

### QUALIFICATIONS

17 years of progressively high-quality design and production experience in corporate environments, non-profit sectors, and collaborative art collectives.

- BS Graphic Design, San Jose State University, May 1989
- Ability to design and produce effectively
- Perform multiple tasks
- Meet deadlines
- Able to work individually or as an active member of a team
- Understanding of high quality design standards for web graphics and typography
- Ability to work in a high-pace environment

### CLIENT LIST

- Conscious Dancer Magazine, Berkeley, CA
- Azbil, Yamatake Sensing Control, Ltd., Santa Clara, CA
- Adobe Systems, Inc, San Jose, CA
- Threshold Foundation, San Francisco, CA
- Tides foundation, San Francisoc, CA
- Serg Printing, San Carlos, CA
- One Small Step, Livermore, CA
- The Green Musician, San Francisco, CA
- Big Production, Santa Rosa, CA
- Nature's Path Center, San Jose, CA
- C5, San Jose, CA
- Sustainable Living Roadshow, Berkeley, CA
- The Big Tadoo Puppet Crew, San Francisco, CA
- Sat Santokh, Kundalini Yoga, San Leandro, CA

### EMPLOYMENT

#### Graphic Designer

C5  
San Jose, CA  
1998-2001

A startup information technology and services company. My role began initially with the development and implementation of the company's identity. I carried this through various public relations and marketing materials: web site, corporate video, tradeshow signage, business cards, brochures, bumper stickers and other supporting collateral materials.

#### Senior Graphic Designer

Adobe Systems, Inc.  
San Jose, CA  
1989-1998

In this time frame I worked for the Creative Services Department. This included the International markets as well as domestic. My role as designer in both the print and later web was wide and varied. I was in charge of my projects from concept stage to production. This included running film until Adobe invested in an in-house film production laboratory. I was required to maintain the high quality work Adobe has been known for.

**Print works include:** 2- and 4-color brochures and catalogs, ads, conference materials, large and small scale signage, direct mail, invitations, badges, specialty items, posters, icons, splash screens, up to 12 components of packaging (and multiple languages), logos, all corporate materials and press materials.

**Web works include:** site design, banners, icons, billboards, animation graphics, covers, special offers, product related pages, ads, navigation, case studies, tips and techniques, gallery pages, news and features stories and weekly editorial content.

#### Main responsibilities

- Concept development
- Design production
- Working within corporate design guidelines
- Interdepartmental presentations
- Project management
- Supervising team members
- Scheduling meetings
- Coordinating photoshoots
- Press checks

#### Other responsibilities

- Working with pre-released software
- Training others in the department
- Updating and maintaining the digital stock library
- Entering adobe design works into design competitions
- Organizing guest speakers
- Technology related book reviews

**COLLABORATIONS**

**Book Designer**

*Day of the Dead Folk Tales*  
January 1997

**Cuentos de el Día de los Muertos**

By Salvador Gonzáles of the Folk Arte Gallery, Cleveland Heights, OH

I was responsible for coming up with a design that was both elegant and economical. I took care of all stages of design and production. This 72 page + cover book includes a die cut on the cover, a 4-color image for the title page and 12 unique illustrations (illustrator hired by the author).

**Art Director/  
Graphic Designer**

**DoWhatDo Performance Company**, San Jose, CA

Public works directed by Joel Slayton, Director of the CADRE Institute, San Jose State University

• *Conduits*  
April 1994

A public performance work commissioned by the city of Palo Alto to celebrate their 100th anniversary. I was responsible for the on-screen computer animations and graphics, designing and producing, but also implementing and delegating to a team of artists with particular skill or expertise in computer graphics.

• *DoWhatDo*  
October 1992

This was a site-specific multi-media performance event. My role was to come up with the identity of the performance company and design all collateral related to this performance. This included a 4-color, 18 page catalog, some on-screen computer graphics, signage, press materials, video cover and announcement invitation.

• *1989 NCGA Arts Conference*  
*Dimensions of Interactivity*  
January 1988–89

As senior design student, I took the role of Art Director/Graphic and Production Designer in this art and technology event hosted by the CADRE Institute. I managed and art directed a team of student artists and designers. Designed and produced a 40-page catalog, logo and letterhead/envelopes, posters, brochure, flyers and gallery announcement cards.

**TECHNICAL SKILLS**

**graphics software**

- Photoshop
- Illustrator
- InDesign
- PageMaker

**web software**

- GoLive
- ImageReady

**other software**

- Acrobat
- Word

**hardware**

Macintosh

**PUBLISHED**

*Adobe Press*  
2002

*Inside the Publishing Revolution: The Adobe Story* — A book that chronicles Adobe’s history and it’s evolution and influences to the modern publishing culture.

1992 & 1993

*Font & Function* — Designed spreads and ads showing-off new typefaces from Adobe Systems Inc.

January  
1991

*Type Directors Club Annual* — A commemorative calendar celebrating the 1000th typeface to ship in the Adobe Type Library. I Designed the month of October.

*North Light Books*  
1990

*CLICK* — Design work chosen for the first issue, a book show casing the works of designers, illustrators and artist who use computers to create their work.

1989 & 1990

Adobe Originals Type Specimen Books — Created sample art using typefaces designed by Adobe Systems Inc.

**REFERENCES**

**Joel Slayton**

President, C5  
Director, CADRE Institute  
SJ 408/924-4368

**Doug Quick**

Executive Producer  
Big Production  
SJ 707/568-6081

**Erika Bjune**

Associate Director of IT  
Tides Foundation  
SF 415/561-7809

**ADDITIONAL COLLABORATIVE  
ART WORKS**

- Promotional Marketing Piece*  
2009  
Designed and produced a promotional marketing piece for: The Sustainable Living Roadshow, a Bay Area non-profit group.
- Promotional Booklet*  
2008  
Designed and produced a promotional booklet for the Big Tadoo Puppet Crew, an established and reputable puppet troupe in the Bay Area.
- Arts Catalog*  
2006  
Designed and produced an arts catalog for the 20 years retrospective of the CADRE Institute of San Jose, CA. One piece of a larger artist collaboration that took place in San Jose in conjunction with ISEA 2006.
- Floating Souls*  
July 1996  
A collaborative work with a fellow Artist, Cassandra Lehman. This one-night only video installation piece was commissioned by the ICA, Institute of Contemporary Art, San Jose, CA. I shot video and digitized into After Effects to create video animations. Opening night we projected the work onto a concrete wall in an outdoor location downtown San Jose, CA.
- Digital Be-In*  
January 1996  
Video Producer in collaboration with a student from San Jose State University for the 1996 Digital Be-In in San Francisco. This video art piece was sponsored by the Art & Technology Society. The final video piece was produced using a collection of works by students from the CADRE Institute. The exhibition was set up at a theater space in San Francisco, CA.
- Contact*  
April 1995  
Several artists were invited by a San Jose State Graduate student to create a unique piece with a few given parameters for three, 3-dimensional magazines. The completed work was exhibited at San Jose State's Art Department gallery.
- Life Calendar*  
August 1994–95  
Conceptualized by artist, Steve Durie. This calendar poster displays every single day in the average American's life. This was printed and sold to businesses and art galleries .
- Integration*  
September 1991  
Participated in this collaborative work with co-workers at Adobe Systems Inc. This involved 3-dimensional pieces created using tactile objects we find in everyday life combined with the technology that we work with everyday. This was exhibited at Adobe headquarters in Mountain View, CA.