



buddhabootz design

veronica ramirez

408.506.9027 (c)

veronica@buddhabootz.com

1121 64th Street, Oakland CA 94608

**OBJECTIVE**

Freelance design work for both web and print projects that utilizes my skills and talents.

**QUALIFICATIONS**

My progressively high-quality design and production experience in the corporate environments, non-profit sectors, and collaborative art arenas has afforded me a strong reputation in creative, reliable and skilled work.

**EDUCATION**

BS Graphic Design, San Jose State University, San Jose, CA; May 1989

**FREELANCE ASSIGNMENTS  
(significant mentions)**

2008–Present

**Art Director/Graphic Designer**

Sustainable Living Roadshow  
Berkeley, CA

Design, develop, and produce marketing collateral, proposals, branding, ads, web, print and photography as needed. Produced a 2008 Tour Campaign that included: posters, postcards, banners, logos, signage, sponsorship booklet, proposals, photography and the like.

Fall 2007–Spring 2008

**Art Director**

Conscious Dancer Magazine  
Berkeley, CA

Designed and produced the first 2 issues from concept to completion. This included masthead development, cover designs, magazine layout and editorial image creation and productions. I also art directed photo shoots, conducted presentations.

**CLIENT LIST**

- Sustainable Living Roadshow, Berkeley, CA
- One Small Step, Oakland, CA
- Azbil, Santa Clara, CA
- Tides foundation, San Francisco, CA
- Serg Printing, San Carlos, CA
- The Green Musician, San Francisco, CA
- Big Production, Santa Rosa, CA
- The Big Tadoo Puppet Crew, San Francisco, CA
- Sat Santokh, Kundalini Yoga, San Leandro, CA
- CIIS, San Francisco, CA

**EMPLOYMENT**

1998–2001

**Graphic Design Director**

CS Corp  
San Jose, CA

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.

1989–1998

**Senior Graphic Designer**

Adobe Systems, Inc.  
San Jose, CA

My role as graphic designer in the Creative Services Department covered both the International and domestic markets. I was in charge of my projects from concept stage to production and was required to maintain the high quality standards that Adobe is 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
- Worked within corporate design guidelines
- Interdepartmental presentations
- Project management
- Art directed photo shoots

**Other Responsibilities**

- Press checks
- Worked with pre-released software
- Trained others in the department
- Updated and maintained the digital
- Scheduled meetings
- Updated and maintained the digital stock library

**PROFESSIONAL SKILLS**

- Ability to design and produce effectively
- Creative thinker
- Perform multiple tasks
- Meet deadlines
- Work individually or as an active member of a team
- High quality design standards
- Strong typography
- Ability to work in a high-pace environment
- Communication / project management skills
- Photo image illustration

**TECHNICAL**

**Software**

- Photoshop
- Illustrator
- InDesign
- Word
- Acrobat

**Hardware**

- Macintosh

PAST COLLABORATIONS & MORE  
FREELANCE ASSIGNMENTS

**Graphic Designer**

*C5 Annual Report*  
March 2006

Designed and produced the annual report for an art show C5 was exhibited for entitled: Corporate Art Expo '07 exhibited at The Lab, San Francisco, CA. Several large format posters of the page spreads including the cover were displayed at this show.

**Art Catalogue Designer**

*ex\_XX: Post Position,*  
*CADRE After 20 Years*  
August 2006

An art catalogue for a 20 year retrospective show exhibited at Works/San José. It showcases 20 artists who came from the CADRE Laboratory for New Media at San Jose State University. A show that ran in conjunction with the 13th International Symposium for Electronic Arts (ISEA2006) and the premiere of ZeroOne San Jose: A Global Festival of Art and Technology.

**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).

**DoWhatDo Performance Company**  
**Art Director/Graphic Designer**

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

*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.

PUBLISHED

***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.

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

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

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

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

REFERENCES

**Jonathan Youtt**

Creative Director  
Sustainable Living  
Roadshow  
415/374-6336

**Joel Slayton**

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

**Doug Quick**

Executive Producer  
Big Production  
707/568-6081

**Erika Bjune**

Associate Director of IT  
Tides Foundation  
415/561-7809

PORTFOLIO

[www.buddhabootz.com](http://www.buddhabootz.com)