



SHARON A. TRAVERSE

Graphic Designer

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IN [Linkedin/in/satraverse.com](https://www.linkedin.com/in/satraverse.com)

BRIEF 10+ years working as a creative, energetic professional who wants to make a difference in peoples' lives. She presents ideas to clients with a professional manner and professional appearance. To meet and exceed expectations and deliver on time. Over 6 years experience branding across multiple channels. Takes on any design challenge to give the client numerous options with innovative, fresh ideas to achieve that wow-factor. Brainstorms within a team, working collaboratively and independently with minimal supervision. She has strong organizational skills effectively prioritizing jobs for deadlines for quick turnarounds, strong attention to detail, a self starter, no problem multitasking jobs as well as strong written and verbal communication and interpersonal skills.

SKILLS

Conceptualization
Graphic Design
Production art to print
Photo Retouching
Illustration: Digital and
Handdrawn
Typography
Light Copywriting and
Editing
Directs Photo Shoots
Press Checks Web
Web Maintenance

MacIntosh and PC
Environment:

- Design Software Proficient:
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe Illustrator
- MS Office Suite
- Powerpoint
- Adobe Acrobat
- HTML and SCSS
- Visual Studio

EDUCATION

University of Central
Oklahoma

Edmond, Oklahoma
BFA degree:
Commercial Art /
Graphic Design

Richland College

Dallas, Texas
• Quark Xpress I & II
• Photoshop I
• HTML

WordPress Certificate

AWARDS

- 7 Aster Awards
- 6 Annual Healthcare Advertising Awards

WORK EXPERIENCE

Freelance Graphic Designer | Dallas, Texas | Nov 2015 to Present

- Clients included Dallas Art, Design Syndicate, Blakley Creative, Advise Group, Texas Health Resources, Creative Circle and St. Joseph Catholic Church. **Projects:** web maintenance, produced catalogs for Jackson Pottery and Jammy, Inc., Uptown Dallas signage, Medico MD. direct mail, logos, event graphics & illustration.

**Texas Health Resources
Graphic Designer**

Dallas, Texas | Feb 2000 to Oct 2015

- Concepts through design and production of all Marketing materials such as brochures, community event invitations, clinical program flyers, posters, training materials for employees and patient safety, t-shirts, logos, area/campus maps, recruiting postcards, corporate communications materials, presentation graphics, eblasts, website banners, landing pages, newspaper and magazine advertisements, external and internal signage, grand opening promotional collateral
- Create graphics for Facebook and other social media channels
- Give support to marketing team, attending staff meetings weekly to discuss project status and upcoming projects
- Project Management: Workflow and workload for multiple projects
- Created a catalog system for archiving projects and CDs for future use
- Presentation of ideas to hospital leadership and clients
- Collaborate with executive team members, as well as with vendors to provide quality assurance, attention to detail and maintain integrity of brand strategy for projects internally and externally
- Assist in managing the brand center and logo files for all entities and departments, uploading PDFs to a share site so archives can be accessed. Also created a graphics standard manual to uphold the brand guidelines available on share site.
- Illustration, photo retouching, editing and color correction of photography
- Saved the company time and money by producing high-quality visuals for print material and digital for in-house and external purposes
- By meeting the needs for advertising, promotions and philanthropy for the hospitals, her efforts increased profits and exposure for the entities across the DFW area
- Provide a high level of Customer Service and Technical Support for Graphics depart.
- Create sales and marketing material for gift shops, coffee shops and restaurants inside the hospitals
- Her work won Healthcare Advertising awards each year for the department

**Byrne Johnson PR and Marketing
Art Director**

Dallas, Texas | Oct 98 to July 99

- Concept and design through production of print collateral for commercial real estate, marketing, insurance, financial clients. Also restaurant and retail clients.
- Contract photographers and direct photography sessions
- Press checks



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View Portfolio at:
SharonTraverse.com

WORK EXPERIENCE

Shoestring Advertising Inc./Synergistic Design Group **Art Director**

Dallas, Texas | Feb 96 to Sept 98

- Concepts through design and production of final art for output to film or other format
- Logo design for wide range of clients
- Met with clients to get design feedback and revision requests
- Prepress and press checks
- Direct photo shoots

IT Network, Inc. Interactive Marketing **Graphic Designer**

Dallas, Texas | Jan 94 to Feb 96

- Design and production of sales and marketing promotional content
- Advertising and sales presentations

Freelance Graphic Designer

Dallas, Texas & Oklahoma City | July 92 to Jan 94

Clients included:

- The Dallas Studio/Marketing Continuum
 - Produced mockups, layouts and final art for designers of Rolling Rock Beer account
 - Production Manager Assistant as needed
- BeautiControl Cosmetics
 - Product packaging design concepts
 - Illustration
- Production and illustrations for a quarterly magazine for St. Anthony Hospital, Oklahoma City
- Other short-term clients: Dr. Pepper, JC Penney, Promotion Graphics, PepsiCo, Coca-Cola, Fuddruckers, American Express, Wilson Foods, Oklahoma Monthly Magazine