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#### Portfolio

<http://www.janicempowell.com/janicempowellwebsite/index.html>

#### Education

The Art Institute of Tampa, FL  
 BFA, Graphic Design, 2010

#### Software Skills

Pagemaker	Flash	Photo Studio Lite	Lotus Notes	QuarkXPress
Corel Draw	Microsoft Office	Word Perfect	Adobe Creative Suite	Adobe Creative Cloud
Dreamweaver	Microsoft Works	Some MS – DOS	Corel Paint IX	Adobe Live Cycle
Fraction Photography	Ultra Fractal	Fraction 9000	File Zilla	Adobe Muse

#### Scripting Languages

HTML HTML5 XHTML DHTML XML CSS SWF Action Script Java Script

#### Printing Equipment

Xerox Printer equipment, Xerox 700 Printer and scanner

#### Major Projects Completed

Non-Profit work - Designed Christmas cards for UPARC  
 Festival of Trees in Clearwater, FL November 2007

Art pieces showcased in the Addy's exhibit, January 2009

Art pieces showcased in the Wrecked exhibit "Film Noir", July 2011

#### Activities

Involved in the Inkspot design club – Officer/Treasurer at The Art Institute of Tampa  
 Involved in the Officer's club at The Art Institute of Tampa  
 Involved in the Ad Federation of Tampa Bay  
 Member of AIGA

#### Objective

Visionary critical and strategic thinker. Marketing expert with 9 years developing results-oriented promotions, information-driven communications, branding and general advertisements. Highly-skilled creator of awareness-generating marketing programs to business-oriented objectives. Track record of highly successful advertising, medical forms/documents brochures, direct mail, convention material, e-mail headers and animated web banners, letterhead, business cards, editorials, publications. Seasoned in local and national account development, able to uncover and capitalize upon unique selling points of diverse products/services.

#### Professional Experience

**Independent/Freelance, Tampa, FL**  
**Graphic Designer**

08/2009 – Present

Create and design graphics that will meet the specific needs of a business. Responsible for creating unique visual images, and effective designs that solve a problem or communicate a message, and that meet the needs of the project.

#### Notable Highlights

- Creative, conceptual graphic designer with high standards, a strong work ethic, and cutting-edge artwork.
- Graphic Design • Brand Identity and Development • Print and Publication Design • Web Design • Illustration

**CTG/Xerox/Print Management Services, Largo, FL**  
**Graphic Designer/Project Coordinator**

04/2013 –04/2014

Largest Print Management Design Services Corporation for Xerox industries, offering online/offline advertising solutions HCA – Hospital Corporation of America.

**Graphic Designer**

Collaborated with specialized 3rd party vendors, hospitals, medical facilities, the marketing, and the print production department on design projects. Supervised proofs for printers. Leveraged cutting edge marketing techniques to generate buzz, business awareness and superior branding. Produced medical forms, graphical/tabular, charts, tables, reports, analysis, booklets, brochures, publications, as well as letterhead, business cards, and mailers customized to demographics. Led in-depth research of clients' products and services to understand need creation, uniqueness and optimal advertising methods that would yield the quickest results. Spearheaded designs from concept to print, ensuring schedule and budgets met.

#### Notable Highlights

- Re-vitalized branding, photos, headlines and company art for HCA - Hospital Corporation of America.
- Initiated design team meetings.
- Improved department efficiency.
- Optimized the level of proficiency of design work produced.

#### Project/Coordinator

Managed and coordinated 22+ Medical and Healthcare Facilities Healthcare design collateral material projects. Organized forms management activities with the information software technology Req Direct – Document Print Management System. Trained department personnel in the use of electronic forms, software, and the Req Direct system. Supervised the overseeing of project time management, and delegating duties on projects. Maintained work in progress reports for department distribution to the design team, as well as the management team. Collaborated with specialized hospitals, medical facilities, 3rd party vendors, the marketing and the print production department on design projects. Supervised proofs for printers. Tracked and maintained forms used to support department record keeping systems.

#### Notable Highlights

- Awarded for completion of the North Florida – HCA – Hospital Corporation of America on boarding of 22+ hospitals and medical facilities to Xerox - Print Management Services.
- Achieved project efficiency, collaboration, organization and proficiency of design work such as medical forms, graphical/tabular, charts, tables, reports, analysis, booklets, brochures, publications, as well as letterhead, business cards, and mailers; as well as meeting the project's deadline for HCA - Hospital Corporation of America.
- Recognized for completion of North Florida Regional Medical Center Facility +1000 documents, and graphics to the Req Direct System. The document print management system for Xerox.
- Redesigned statistical, narrative, work in progress reports as well as presentation reporting for distribution to the design team and management.
- Entrusted to bring on board Lawnwood Regional Medical Center's documents. To process, the collaboration of medical forms and documents to be organized, designed, and set up in the Req Direct System for Xerox and Print Management Services.

#### The CSI Companies/N.Y. Life Insurance Company, Tampa, FL Graphic Designer

12/2012 – 04/2013

N.Y. Life Insurance Company is one of the largest mutual life insurance company in the United States, and one of the largest life insurers in the world.

Designed and developed digital and print communications to inspire, inform and motivate. Created layout and design of various collateral and marketing materials, which includes publications, editorials, and print. Sourced and developed photos, illustrations and other graphics for websites, social media, and multimedia projects. Worked with marketing, sales, and in house provider relations to determine the project needs from concept to the finished design.

#### Notable Highlights

- Assisting in planning, analyzing, and creating visual solutions.
- Conducted independent and guided research to develop designs, and layouts.
- Reviewed mock-ups and design errors, as a team, and independently.

#### J.P. Morgan Chase & Co., Tampa, FL Graphic Designer

11/2011 – 11/2012

It is the largest bank in the United States. It is a major provider of financial services.

Designed various collateral and marketing materials, which includes publications, editorials, print, presentation, web, and electronically distributed materials. Create templates in Indesign, power points, or word that can be used by non-designers. Worked with the editor/writer from rough flow to final layouts, maintaining accuracy at all times. Maintained time management on projects.

#### Notable Highlights

- Provided innovative ideas in how to package content.
- Help business partners crystallize concepts visually.
- Research and marketing analysis for innovative approaches to solving problems.

#### Office Team/Greystone Healthcare Management Company, Tampa, FL

02/2011– 10/2011

## Graphic Designer

Manages and operates skilled nursing and rehabilitation facilities in Florida, Ohio, and Indiana.

Designing interactive healthcare documents structured with a hierarchical structure that can be converted into XML, this structure can include XML Schema. Embedding some JavaScript as well as globally binding tags of information that adhere to style guidelines and that effectively and attractively convey meaning. Rendering files to XML, PDF or HTML as needed. Redesigning, editing copy, adding logos, as well as adhering to all guidelines required by law in regards to medical healthcare as well as company guidelines that are in compliance.

### Notable Highlights

- Recommending new enhancements (e.g., new document styles) and more efficient methods (e.g., advanced Word features) to improve project deliverables.
- Designing and presenting presentations to management in regards to design development, structure, and project management timeline.
- Provides guidance and direction to team members. Participates in ongoing decisions regarding design, data collection, data analysis and methodology. Interprets business requirements in order to create graphical/tabular, charts, tables, reports, analysis, booklets, brochures, publications, etc.

## **Petralia Advertising/3D Motion Inc., Tampa, FL** **Graphic Designer**

09/2010 – 01/2011

Petralia Advertising is an extremely effective and experienced advertising agency and marketing firm. 3'D Motion Inc. is an animation lenticular graphics company.

Worked with a wide range of media to produce design solutions to communicate client messages. Responsible for creating ideas, and designing projects for clients from design concept to finish. Responsible for designing and producing branding, editorial, and publication designed projects as well. Proofed design proofs for accuracy and high quality work on design projects.

### Notable Highlights

- Meeting with clients to discuss their needs, and interpreting the client's business needs, and developing a concept to suit their purpose.
- Designed new and innovative creative designs, ideas and concepts at design management meetings.
- Researched marketing, demographics, analysis, quantitative research, and qualitative research for Petralia Advertising and 3'D Motion Inc. as well as for design collateral projects.

## **Genesis Communications, Tampa, FL** **Graphic Designer (Internship)**

01/2010 – 07/2010

Genesis Communications Network, sometimes referred to as GCN, is an independent radio network. The network currently produces over 75 shows, distributed on more than 1000 radio stations nationwide while also airing a handful of programs on America's Talk Radio as well as on shortwave.

Provided design work for the web team under tight deadlines. Designed promo kit templates for the sales department promotional uses. Designed letterhead, host sheets, and various other promotional media for the company. Provided design insight and knowledge to the web team and the company.