



SIERRA RUGER

CONTACTS

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EDUCATION

ASSOCIATES DEGREE
Web & Graphic Design
Clark College
2017-2019

SKILLS

TRADE

Social Media
Digital Design
Print Design
Web Layout
Illustration
Writing

ABOUT ME

Designer with two years of experience in both digital and print design. Possess a Web & Graphic Design AAT (Associate in Applied Technology) degree from Clark College. Runs a web and graphic design company, keeps projects thoroughly processed from start to finish, and manages own clientele with cordial professionalism and attentive communication. Seeking to broaden my horizon and sharpen my skills, learn a complementing trade, and build professional connections. Specifically interested in learning the ropes within a print shop, working with social media channels, and print design (proficient in layout design).

EXPERIENCE

Freelance Web & Graphic Designer **June 2019-Present**

Freelancing since June 2019, I jumped in with eagerness and have confidently adapted to the world of business at my own pace. Right from the start, I established an insuring system for projects with my own business structure of contracts, payment procedures, and backup designers for any project calling for additional assistance outside of my field or time of availability. Some of my work as a freelancer has entailed:

- Branding local businesses with standard assets such as a logo, color palette, website, and any additionally requested printed collateral.
- Designing marketing materials for local businesses relating to flyer designs and yard signs; creating printed assets for start-ups, namely business cards and info cards.
- Managing social media accounts, branding social media profiles, and creating custom content. Social media management called for scheduled posting, curated captions, and the finding of appropriate hashtags that best drive traffic.
- Researching and outsourcing printing services that offer my clients the best price-point in regard to their budget.

EXPERIENCE (CONTINUED)

TECH SKILLS

OPERATING SYSTEMS

MAC



PC



MICROSOFT

WORD DOCUMENT



POWERPOINT



ADOBE

ILLUSTRATOR



INDESIGN



PREMIERE PRO



PHOTOSHOP



AFTER EFFECTS



BUSINESS SKILLS

Communication

Organization

Negotiation

Confidence

Time Management

Cooperation

- Collaborating with subcontracted designers to fill in the creative gaps I couldn't find time to fill.
- Designing websites with custom layouts that suit my clients' visions down to the final required detail of design. My platform of choice for design and hosting is Wix.com, with which I often work.
- Creation of artistic portrait illustrations.
- Constructing the website for an international medical company, JohnMark International. This project included the integration of a multi-linguistic interface.
- Writing body copy for my clients who lack the skill to on their own.

Virtual Cathy LLC

October 2019-Present

My responsibilities as a subcontractor for Virtual Cathy LLC's thriving virtual assistant business entailed becoming their chief designer in any creative need their clients called for, whether it be printed or digital assets. Some of my projects included:

- Revamping a 28-page business coaching workbook (part of a training curriculum) by implementing their new branding, maintaining perfect consistency throughout the publication down to the line and letter spacing, laying out information in the cleanest way with columns and grids, and organizing the file in a way that accelerates the editing process—but maintains design consistency—for future revisions.
- Illustrating a set of 5 custom badges, each representing a facet of marketing; these badges were used to mark students' achievements within their private business coaching cohort.
- Conceptually assembling logos for various clientele.
- Designing an 8-slide PowerPoint presentation template for the Academic Consortium for Integrative Medicine & Health.
- Creating 5"x6" info cards for Auto Detail Co.'s mobile detailing company as a means to advertise locally and personally.

Filmmasters Window Tinting LLC

June 2019-Present

Worked at intervals for and with Filmmasters' window tinting company that specializes in window film and paint protection in residential, commercial, and automotive fields. Some of my projects entailed:

- Designing their company mascot known as Squidney, a conceptually birthed graphic resembling a squid inking the windows of a sporty vehicle black.
- Designing all new business cards while utilizing the company's new mascot and colors, as well as finding the best substrate material and coating to make their mascot, Squidney, stand out best.

EXPERIENCE (CONTINUED)

CHARACTER

Entrepreneurial

Punctual

Honest

Analytical

Empathetic

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- Creating custom typography to be displayed on a vehicle's lateral windows. This process included saving the file in the format best suited for the shop's utilized Film Cut Pro application to be cut, weeded, then applied.
- Managing the company's social media account through posting and creating content. Content creation entailed assembling custom videos fixed with animations, set music tracks, and choreographed speed to highlight the most important aspects of the services performed.
- Commissioned to create a custom wall art canvas for their front lobby.
- Designing all new business cards while utilizing the company's new mascot and colors, as well as finding the best substrate material and coating to make their mascot, Squidney, stand out best.

PUBLICATIONS

The Phoenix 2019

A beloved photographed body-art piece of mine was accepted and published in The Phoenix Art and Literary Journal, a nationally awarded publication. You can view this piece on my website under work > design. This piece was also displayed at Archer Gallery in Vancouver, WA that same year.

REFERENCES

Cathy Baillargeon

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