

# Brand Campaign

Janis Rowe

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Logo



STARDUST  
DESIGNS



STARDUST  
DESIGNS

# Business Card



# Envelope





# Cover Letter



STARDUST  
DESIGNS

Janis J. Rowe  
123 Main St  
Irvine, CA 92620  
949-423-3423  
jaerowe79@gmail.com  
November 7, 2015

Heather Toro  
Director of Corporate Recruiting  
101 The Grove Drive  
Los Angeles, CA 90036

Dear Ms. Toro,

Re: Graphic Design Intern Position

I am writing to express my interest in the advertised Graphic Design Intern position posted on AIGA Los Angeles job opportunities dated October 6, 2015. I have attached my resume addressing the specific position requirements.

I am a graphic designer with a Bachelor of Science in Graphic Design and 2 years of freelance experience designing logos, corporate identity, menus, and advertisements for local businesses. Additionally, I have extensive experience with designing software such as the Adobe Creative Suite products.

Beginning in the Mobile Development program at Full Sail University, I learned invaluable skills in programming, user experience and design. Branching out into the Graphic Design program further refined my skills as a designer in a multitude of areas including designing for print, web and infinite media, both static and interactive.

My education combined with over 10 years of customer service and support experience gives me a high level of expertise in what customers want and need which will ensure my success in the Intern position.

I look forward to the opportunity to meet you in person to discuss my qualifications further.

Cordially,

Janis J Rowe

123 Main St  
Irvine, CA 92620


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# Resume


## JANIS JAE ROWE


Graphic Designer




### CONTACT

 123 Main St  
Irvine, CA

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### SOFTWARE

Ps	Id	Ae	Ai
Dw	Au	Pr	Br

### SKILLS

CREATIVITY  
●●●●●●●●●●●●●●●●

DESIGN SOFTWARE  
●●●●●●●●●●●●●●●○

MULTIMEDIA DESIGN  
●●●●●●●●●●●●●●●○

COLOR THEORY  
●●●●●●●●●●●●●●●○

TYPOGRAPHY  
●●●●●●●●●●●●●●●○

WEB DESIGN  
●●●●●●●●●●●●●●●○

DIGITAL MEDIA  
●●●●●●●●●●●●●●●○

PRINT DESIGN  
●●●●●●●●●●●●●●●○

COMMUNICATION  
●●●●●●●●●●●●●●●○

### EDUCATION

**FULL SAIL UNIVERSITY ~ 2011 - 2013**  
MOBILE DEVELOPMENT BACHELOR OF SCIENCE

**FULL SAIL UNIVERSITY ~ 2013 - 2015**  
GRAPHIC DESIGN BACHELOR OF SCIENCE

### EXPERIENCE

**McGraw-Hill Education Irvine, California ~ July 2013- Present**  
**Customer Solutions Specialist**  
Provide direct support, by telephone and email, to users of ALEKS for math, ALEKS for chemistry and Connect Math hosted by ALEKS, including instructors, teachers, administrators, students, parents of homeschoolers, independent users, as well as Sales and Marketing staff of partner companies.

**Teletech Morgantown, West Virginia ~ March 2013 - July 2013**  
**Customer Service Training Coach**  
Offer full support with supervision across departments to associates, developing them into versatile customer service specialists to provide customers with the outstanding attention and service they deserve.

**Teletech Morgantown, West Virginia ~ November 2012 - March 2013**  
**Customer Support Specialist**  
Provide technical assistance, appraise customer's current relationship and when necessary identifying additional solutions to ensure customer retention and loyalty.

### FREELANCE EXPERIENCE

**GO FRESH RESTAURANT Santa Ana, California ~ 2013 - 2014**  
**Brand Identity Designer**  
Developed start up company's identity from scratch. Designed logo, menus for print as well as for TV displays, designed and developed all printed material including flyers, brochures, business cards and promotional items.  
Designed brand logo that was scalable from small items such as business cards to large outdoor signs and banners.  
Developed and maintained website with brand identity, as well as maintained social media presence for the restaurant.

**PREMIER TOUCH MASSAGE Morgantown, West Virginia ~ 2012 - 2013**  
**Brand Identity Designer**  
Developed entrepreneur's new business identity from scratch.  
Designed logo as well as designed and developed all printed material including flyers, brochures, business cards and promotional items.  
Designed brand logo that was scalable from small items such as business cards to large outdoor signs and banners.  
Developed and maintained website with brand identity, as well as maintained social media presence for the company.

# Send Ahead



Send Ahead piece will be a Mock “CD” brochure in a branded CD envelope. In the “CD” brochure, I will have website addresses and samples of portfolio work as well as personal information about myself as a designer.