

*Angela
Watson*

5519 E. MEZZANINE AVENUE
LONG BEACH, CA 90808
562.496.BLUE · 619.245.5019
BLEUMOON@CHARTER.NET
WWW.THEBLUEMOON.ORG

WHAT I DO

Professional Design of:

- Brochures with a Fresh Look
 - Sophisticated Magazines
 - Business Cards with Remarkable Typography
 - Newsletters with Punch
 - Postcards, Clean and Bright
 - Targeted Statement Stuffers
 - Eye-Popping Product Labels
- Kicky and Colorful T-shirts
- Sumptuous Invitations & Announcements
 - Logo Design that is Long on Creativity
 - Cost Effective Print Estimating & Brokering
 - Innovative Flyers & Sales Literature
 - Presentation Folders with Panaché
 - Letterhead, From Mild to Wild
 - Name Badges that Don't Get Lost in a Crowd
 - Logo Merchandise that Gets the Message Across
- Hang Tags that Clothing would be Proud to Sport
 - Three Dimensional Packaging
 - Cutting Edge Annual Reports
 - Direct Mail Promotions that Get Results
 - Appetite Inducing Menus
 - Catalogs with Cachet
 - Copy Writing & Editing
 - Event Videography
- Innovative Product Photography & Management
 - VCR/CD Packaging with Pop
 - Production Management
 - Successful Vendor Relations
 - Thoughtful Marketing Strategy
 - Planning & Scheduling
 - Staff & Freelance Training & Management
 - Hiring and Management
- P&L Statements

*"To do a common thing uncommonly
well brings success."*

—Henry John Heinz, 1876

HOW I DO IT

I'm passionate about design. Design can be bad, or it can be good. But it can never be mediocre.

I possess critical thinking skills. This basically means that I look before I leap; I use this skill to save money, time and potential embarrassment for all parties.

I take my job seriously. But not so seriously that I don't have a good time when I'm doing it.

I am a creative problem solver. I can see more than one way to get something done, and appreciate the myriad of ways that successful collaboration manifests itself.

I'm not afraid to admit when I'm wrong. Although I have been known to sometimes blame the computer gremlins.

I'm committed to quality. I believe in the true marriage of craftsmanship with technology and that they both complement each other and allow both the other to be better than they can be alone.

I learn from my mistakes. No sense in repeatedly shooting oneself in one's foot, right?

I am a self-defined experimenter. I am always eager to try the latest version of software and put it through its paces. Advancements in software and hardware are things to be taken advantage of, not hide from.

I appreciate laughter. People with a good sense of humor are an asset to any situation and a treasure to behold.

Bottom Line: I am old enough to have 15+ years of professional level experience, but young enough to be energetic and committed to projects that I take on.

"People grow through experience if they meet life honestly and courageously. That is how character is built."

—Eleanor Roosevelt, 1946

WHO I'VE DONE IT FOR

Trammell Crow Company

Senior Graphic Designer

September 2004 – Present

Return on Investment: Upon reporting for work, I immediately began the process of setting up a direct printer contact web-based design and ordering program that would allow the 60+ brokers that I service to select from one of several pre-designed templates and plug in their own specific information and place an order directly with the printer. This has helped save costs and turn-around for the company.

Blue Moon Productions

Principal & Chief Dragon Slayer

September 1997 – Present

Clients have included Rubio's Fresh Mexican Grill, Sycuan Casino, Gaslamp Quarter Association, Cohen Restaurant Group, Total Care Chiropractic and Kool n' Fit Sports Products.

Return on Investment: Rubio's hired me to fill-in for their Marketing Director on maternity leave. They were able to use of my graphic design skills to great benefit, as they previously had no one on staff with my skillset, I was able to save them several thousand dollars in outsourcing costs. Gaslamp Quarter hosted the most successful to date fundraising dinner that featured *The Roaring 20's* as a theme which was proposed and subsequently developed by me. Cohen Restaurant Group launched a new dining venue called *Tupelo* in Gaslamp Quarter, which was received well locally and was Zagat rated. The menu I designed featured elements integral to the overall theme and design of the physical structure of the historical building in which the restaurant was located.

Life Force International

Art Director/Print Media Manager

May 1999 – May 2004

Return on Investment: Life Force was making less than \$1.5 million per month gross revenue in 1999, and in part because of my professional level design contribution of printed material and copywriting, revenues peaked in 2003 at \$4 million per month. I also converted all their product labels from 4 color process plus 3 spot colors, to 4 spot colors, this saving both plate charges and press charges. Additionally, this enhanced the look of the labels.

University of California, San Diego
Institute for Global Conflict and Cooperation
Publications Coordinator

September 1997 – January 1998

Return on Investment: The Institute won a prestigious campus publication award for the very first 2-color magazine which I created for them.

Kinko's

Computer Services Manager

January 1995 – September 1997

Return on Investment: Through aggressive upselling, departmental marketing and focus on team-building, I grew the department from \$8,000 per month in generated revenues to over \$30,000 per month in a two year period of time and added several new work stations and coworkers.

Flagship Federal Bank

Marketing Coordinator

January 1993 – January 1995

Return on Investment: As a small locally-focused financial institution, my mandate here was more community-minded as opposed to a bottom line dollar approach. I successfully instituted several community involvement programs, including Adopt-a-School, sponsorship of several local sports teams and a successful series of local blood donation drives.

Episcopal Community Services

Editor, The Victims' Voice (part-time)

June 1993 – June 1997

Return on Investment: I helped this non-profit organization save a considerable amount of monthly expense by competitively shopping around for printing bids and securing a long range contract with locked-in pricing. Additionally, I took on the responsibility of creating front page photo artwork for extremely unusual articles (gang killings, criminal deaths, child abuse, etc.), thus saving ECS a great deal of money on custom photography shoots.

Cuyamaca College

Computer Lab Technician (student position)

August 1991 – March 1993

U.S. Naval Supply Center

Assistant Public Affairs Officer

July 1987 – December 1991

WHAT I WANT TO DO & WHO I WANT TO DO IT FOR

Simply put, creativity in my career is essential. It defines who I am and what I do. I know how to take ownership of projects which equals seamless project execution. I establish forward-looking goals that deliver measurable results. I manage production schedules and engage in developing successful vendor relationships so that a win-win situation can occur. I have an excellent eye for color and want to continue to develop my portfolio of high-end projects.

What I can offer a potential employer is top-notch experience in the graphic design field. I have amassed a great deal of experience with the creative, aesthetic and technical know-how that over 15 years of professional level experience brings.

For me, *Form* almost always follows *Function*, but I can be convinced the reverse is true some of the time. I want to be held to a higher standard, and I want to be challenged to be a better designer.

Values consistent with community involvement and high ethical behavior are very important to me. I want to work for a company that takes these traits seriously and applies them in their everyday operations.

I want to secure a design-oriented position within a co-worker supportive and forward-thinking company that promotes personal and professional growth. This company must encourage goal-setting and when those mutually-agreed upon goals are subsequently met, rewards that professional loyalty. This company should also demand personal responsibility and offer opportunities for career advancement.

*"Truth is always exciting. Speak it then.
Life is boring without it."
—Pearl S. Buck, 1929*

SOFTWARE PROFICIENCY

Highly Proficient

- InDesign (CS)
- Photoshop (CS)
- Illustrator (CS)
- Quark (5.0)
- Freehand (9.0)
- PageMaker (7.0)
- Franklin Print Estimating
- OS X Panther

Proficient

- Word (OSX)
- Powerpoint (OSX)
- Excel (OSX)
- HTML (4.0)
- Dreamweaver (3.0)

EDUCATION & TRAINING

Completion of Associate of Science degree in Commercial Art at Cuyamaca College, El Cajon, CA. (1991)

Completion of 36-week advanced level training in film compositing, utilizing Apple's Shake software. (2003)

Attendee at various computer-related seminars, including MacWorld Expo (San Francisco, 1998 and 1999) and The Gutenberg Festival. (Los Angeles, 2001 and 2004)

Completion of Advanced level Photoshop classes through National Seminars. (May 2001)

Management Skills Course (60 hours) completion, through Kinko's Training Department, San Diego. (1996 and 1997)

Completion of 12-week Department of Defense course, at Fort Benjamin Harrison, IN for Military Public Affairs training. (1987)

Completion of various on-line web-design courses offered through San Diego City College. (2000)

AWARDS

Employee of the Year, Life Force International, 1999

Award of Merit, Kinko's, 1997

Dean's List, Cuyamaca College, 1991

Portfolio and/or Letters of Reference available upon request.

*"Imagination is more important
than knowledge"*

—Albert Einstein, 1933

PERSONAL STATEMENT

I believe that by bringing together collective expertise, insight, and professionalism, individual growth and collective success will occur.

Design should be intelligent and have a purpose for its existence. The result should always follow a specific design process – no matter how small or large a project is.