



Sanderson

**Kathy Sanderson**  
graphic designer

13114 Logan Road  
Manchester, MI 48158  
cell 734.790.0519  
kathy.sanderson@gmail.com

**Objective** I am seeking a full-time position in graphic or web design.

- Skills**
- Photoshop, Illustrator, QuarkXPress, InDesign, FreeHand, Dreamweaver, Flash and Microsoft Office
  - XHTML, CSS and Server Side Includes
  - Familiar with both Macintosh and Windows platforms
  - Able to manage multiple projects and meet deadlines
  - Self-motivated and work well independently or on a team
  - Excellent concept development and comping skills
  - Creative, resourceful, organized and detail oriented
  - Dedicated and dependable with a strong work ethic

**Portfolio** [KathySanderson.com/portfolio.html](http://KathySanderson.com/portfolio.html)

**Experience** **11/06 – present** **ACE Enterprises & ACE Pyro** **Manchester, MI**  
**Graphic & Web Designer, Marketing & Office Manager**

**Accomplishments:**

The complete re-design of AcePyro.com/FireArtCorp.com, custom e-commerce sites that connect to a complex fireworks inventory management software system.

- Developed new architecture to improve organization of expanding content
- Designed new graphical interface to support the new architecture, improved visual interest and created a better user experience
- Coded front end HTML for site template with two style sheets to support the different identities and color themes
- Photographed products, masked and optimized images for site
- Performed quality assurance testing on layout and functionality of web site and software. This included identifying, reporting, troubleshooting and tracking issues
- Responsible for site updates and maintenance

Improved the ACE Pyro brand recognition and more than doubled gross sales of firing systems and equipment after the first year.

- Increased advertising efforts to include graphical ads and full color inserts
- Implemented Search Engine Optimization techniques to increase web traffic
- Created art for control panel on two different types of fireworks firing systems

**Duties:**

**Project Manager** for ACE-E's web development, printing and mailing services.

- Quoted projects and prepared proposals for larger projects
- Developed sales material, planning guide and contract agreements
- Designed and coded custom web sites for various clients
- Produced a variety of print projects and mailings

**Marketing Campaign Manager** for multiple "ACE" company brands.

- Developed several independent identities which included the design and maintenance of brochure type web sites
- Created full color advertisements for magazines and trade newsletters
- Selected promotional items and prepared camera ready art as needed
- Produced sales literature and other marketing items
- Assisted in managing social media content

**Office Manager** for several companies under the ACE-E & ACE Pyro umbrella.

- Assisted customers with orders for professional fireworks and equipment
- Maintained ATF and DOT hazardous materials records
- Processed domestic and international shipments



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**Experience**  
continued

**10/09 – 12/09**                      **University of Michigan**                      **Ann Arbor, MI**  
**Graphic Designer**

Designed the 2006–2009 Progress Report for the Department of Obstetrics & Gynecology, a 126 page book.

**3/09 – 6/09**                      **Word Alchemy**                      **Round Lake, NY**  
**Graphic Designer (off site)**

Designed the Mélange Press logo and the “Channel Surfing with God” book cover.

**1/07 – present**                      **Voices in Harmony Chorus**                      **Ypsilanti, MI**  
**Graphic & Web Designer**

Designed logo, web site and marketing materials.

**5/06 – 1/08**                      **The Creative Group**                      **Southfield, MI**  
**Web Designer (off site)**

Designed web sites for various clients as assigned.

**5/06 – 11/06**                      **Malloy Lithographing, Inc.**                      **Ann Arbor, MI**  
**Electronic Prepress & Plate Maker**

Produced book proofs, processed art files through plate imposition program and operated computer-to-plate equipment.

**10/05 – 2/06**                      **Washtenaw Community College**                      **Ann Arbor, MI**  
**Graphic Designer**

Designed an event poster for Student Activities and various pieces for WCC Foundation’s 21st Annual Mardi Gras.

**9/98 – 5/06**                      **Stony Creek Preschool**                      **Milan, MI**  
**Web Designer (8/04 – 5/06)**

Designed web site, which included original photography.

**Toddler Coordinator (9/98 — 5/06)**

Managed staff, created lesson plans and cared for the children.

**3/98 – 9/98**                      **Cyber Saver**                      **Southgate, MI**  
**Graphic Designer**

Designed coupon style ads for Cyber Saver’s web site.

**5/91 – 12/93**                      **Sun Press of Castleton**                      **Indianapolis, IN**  
**Prepress & Office Manager**

Managed the job flow to insure that deadlines are met.

- Assisted customers
- Created camera-ready artwork for variety of print projects

**Education**                      **2002 – 2006**                      **Washtenaw Community College**                      **Ann Arbor, MI**

- Web Technology Certificate, graduated with high honors – 2006
- Graphic Design Certificate, graduated with high honors – 2005
- GPA 3.92 – National Dean’s List