



Catherine Azzarello

Azzcat Design

catherine@azzcatdesign.com

www.azzcatdesign.com

Custom Design Solutions for Web & Print

objective

To continue to work with progressive-minded clients on their web and web-application projects. Ideal projects include custom design & front-end development of responsive websites (especially WordPress) that embrace and exploit modern web standards/capabilities.

experience

Independent Contractor, 1992 to present: in recent years, web design has become the major portion of my workload, where I specialize in W3C best-practices site design using HTML5, CSS3, jQuery, WordPress, organic SEO, and responsive design for mobile websites and applications. Print experience goes back 25+ years, and includes: logo/identity development, collateral, ads, direct mail, posters, signage, & illustration. **Clients include:** Wurl, Inc. (CA), Great Homeschool Conventions (OH), EyeStyles, LLC (OR), Frankly Realty (VA), The City of Tualatin (OR), Oregon Health & Sciences University (OR), Casey Eye Institute (OR), Patrick J. Murphy Assoc. (PA), Midpen Properties (CA), Young's Ice Cream & Candy Bar (CA), Espresso Lane (CA).

Art Literacy Volunteer, Edward Byrom Elementary, Tualatin, OR, 1996-2005: responsible for planning & implementation of monthly artist presentation(s) with corresponding art project(s) for elementary level classes, grades 1-5.

Master Gardener Volunteer, Edward Byrom Elementary, Tualatin, OR, 2001-2003: responsible for the design & installation of Byrom's award-winning wildlife habitat (SOLV Best Youth Involvement Award, 2001), as well as gardening education for Byrom's TAG students.

Senior Designer, DiDonato Associates, Chicago, IL, 1989-1992: responsible for design & illustration of a variety of print materials, including retail foodstuff packaging, corporate identity development, corporate collateral and intern training/supervision. Clients included Rytex, La Preferida Foods, and World's Finest Chocolate.

Design Consultant, Hewitt Associates, Lincolnshire, IL 1985-1989: responsible for design, illustration, and production of slide presentations and design/storyboarding for video & interactive presentations. This position originated with me as the lone operator in greater Chicago of a high-end computer graphics imaging system (Via Video) for slidemaking and illustration. Part of Hewitt Associates' contract was to serve as a beta test site for Via Video Systems, while producing slide presentations on a demanding corporate schedule. Besides initiating Hewitt Associates into the world of computer-generated graphics, I was responsible for traditional media design, production, and illustration in print, employee training, and computer file management. Clients included many Fortune 500 companies.



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Graphic Design Solutions for Web & Print

experience

Production Artist, O'Connor/Roe, Inc., Chicago, IL 1981-1985: responsible for print production, specializing in ad & catalog work for many of Chicago's largest ad agencies. I was well-versed in the preparation traditional of camera-ready artwork. Notable projects included ads & catalogs for Crate & Barrel and The Popcorn Factory.

Achievements & Awards:

Volunteer of the Year, The Foundation for Tigard Tualatin Schools (2007)

Host Garden, METRO's "Gardens of Natural Delights" annual tour, 2001, 2002, 2003, 2004.

Annual tour requires host to utilize natural gardening techniques, as well as educate guests.

2nd Place in AV Video Magazine's Computer Graphics Cover Art Contest (1989)

DESI 11 Award in Computer Graphics (1988)

Honorable Mention, Syracuse University's "Computers & the Graphic Designer" Exhibition (1987)

3rd Place in AV Video Magazine's International Computer Graphics Contest (1986)

Honorable Mention in Via Visual's Computer Graphics Contest (1986)

One-Person Exhibition at Northern Illinois University (1980)

Drawing & Print Exhibition at William Rainey Harper Community College, IL (1980)

education

Portland Community College & Lynda.com online training in SEO, Dreamweaver, Photoshop, 2006, 2007

Portland Community College class in garden design & illustration, 2000

Master Gardener, Oregon State University Extension Program, 2001

Evanston Art League classes in figure drawing/painting, Evanston, IL, 1995, 1996

DGEF seminars in production techniques, typography, & calligraphy, Chicago, 1985, 1986, 1987

American Academy of Art class in computer graphics, Chicago 1985

Via Video class in computer graphics, Chicago 1984

Graduate work in art history, serigraphy, NIU, DeKalb, IL, 1980-81

BFA in Drawing & Painting, Magna cum Laude, Northern Illinois University, DeKalb, IL, 1980

skills

Web: HTML5, CSS3 hand coding, jQuery, LESS, responsive design & front-end development, Git, Agile Development, remote team collaboration

Print: Adobe Creative Suite

Platforms: Mac OSX

Traditional: drawing & painting (various media), serigraphy, linocut & collage