

A Finger Printz Design



Rhonda J. Noneman

P.O. Box 1478, Eagle, ID 83616

208-841-5395

rhonda@afpdesign.com

URL: www.afpdesign.com

Objective:

To provide outstanding, creative graphic design and marketing services that produce effective results, while establishing long-term working relationships with clients.

Business Experience:

A Finger Printz Design - Boise, Idaho
Owner/Art Director/Marketing Consultant
January 1996 to present

Graphic Design and Marketing services consisting of: computer graphic design for logos, business cards, letterhead, newspaper, magazine, brochures, programs, corporate reports and web pages; illustration in pen & ink, colored pencil, pastel and watercolor; copy writing for newsletters, brochures and ads; marketing for promotional events, advertising and media buying; consultation for image improvement and branding strategies.

Winners Hotel & Casino - Winnemucca, Nevada
Advertising & Marketing Coordinator
(1994-1997)

Finding myself 169 miles from nowhere, I built up my assets and skills. Responsible for creating direct mail campaigns; production of all print advertising; writing radio scripts, radio production, and media buying; developed and directed maintenance of customer data base and player tracking programs; events coordination; creation and development of bus tour program; and created and prepared statistical reports designed for advertising accountability.

Dunn Reber Glenn Marz Advertising and Marketing - Reno, Nevada
Senior Production Artist
(1993-1994)

Handled all pre-press production of print and collateral pieces; responsible for weekly newspaper design and production of major car dealership ads; variety of design projects; organization and delegation of work preformed by freelance artists called in for project overflow.

Doyle/McKenna/Bayer/Brown - Reno, Nevada
Graphic Production Artist
(1990-1993)

Produced and designed work for major accounts using traditional layout and design methods as well as paste-up. I am highly experienced in pre-press – traditionally and on computer.

Education:

University of Nevada-Reno
Major - Journalism / Advertising & Marketing
Nine month Graphic Design Internship
with designer Hisashi Nakamoto

graduated '89

Spring '89

Continuing Education:

Typography and Layout Design
Management Skills Seminar
Photoshop 5.0 Workshop and Seminar
Web Design Workshop
Forever seeking knowledge to improve my skills

Fall '89

'89

'99

'00

ongoing

Technical Capabilities:

Photoshop 7, Illustrator 10, Quark 4.0, CorelDraw 9, Dream Weaver, Fireworks, Acrobat, and Word. Not intimidated by any program, though.