

# Janet Danforth

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## Work Experience

*Graphic Designer*, April 2009 – present

*Strategic Guru*, Cary, North Carolina

Created multi-media campaigns, print collateral, HTML emails and websites.

Managed design interns.

Ensured accurate print production and web development.

*Designer*, March 2006 – present

*Danforth Design*, Raleigh, North Carolina

Developed branding for a variety of organizations.

Designed publications, ads, illustrations, websites, posters, and direct mail pieces.

Managed schedules for advertising, design and content.

*Project Coordinator and Designer*, July 2007 – June 2008

*FatCat Strategies*, Raleigh, North Carolina

Discussed business goals with clients and managed projects based on these goals.

Created identity systems and other print materials.

Developed web layouts, navigation, and content.

Communicated with clients and vendors to ensure accurate production of projects.

Researched and implemented organizational methods.

*Designer*, April 2006 – April 2007

*Revista La Isla*, Hilton Head, South Carolina

Supervised design interns.

Designed bilingual ads, page layouts, magazine covers, and other print collateral.

Partnered with clients to create logos, brochures, and ads.

Researched print suppliers and processes.

Organized and maintained files for ads, archived issues and photos.

*Staff Member*, July 2003 – December 2005

*District*, Savannah, Georgia

Produced layouts, ads, illustrations, and photos.

Collaborated with editorial board on ideas for visual and written content.

Wrote and edited articles, reviews, columns and headlines.

Interviewed and investigated sources.

Assisted with management of editorial calendars and production schedules.

While working for District, the student newspaper won the 2004 Associated Collegiate Press Pacemaker, awarded to only 25 college newspapers nationally.

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## Computer Skills

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat, and ImageReady

QuarkXPress, Macromedia Dreamweaver, Flash, and Fireworks

HTML, CSS, PHP, ActionScript, WordPress

Microsoft Office: Word, Excel, PowerPoint, and Publisher

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## Education

*Savannah College of Art and Design* (SCAD), Savannah, Georgia

BFA in Graphic Design, *cum laude*, March 2007

Illustration minor

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## Organizations

Society of Collegiate Journalists, SCAD chapter, 2004-present

Counterform, SCAD's graphic design club, 2005-2007

AIGA, 2007-present