
ANDREA WILLIAMS

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Expertise

- Graphic Design
- Art Direction
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat Pro)
- QuarkXPress
- Brand Strategy
- Copywriting/ Editing
- Mac OS X, Microsoft Word, Excel, PowerPoint
- Some experience with Dreamweaver

Summary

Creative • Critical Thinker • Sincere

Exceptionally imaginative graphic designer and writer with a keen interest in producing a quality result. Quick learner eager to take on new and exciting professional challenges.

"Every job is a self portrait of the person who does it, I choose to autograph my work with excellence"

Bob Sterling

Bob has been a valued client for many years.

Karen Slivar

I worked with Karen at Okanagan Life magazine. She is an important member of the editorial team.

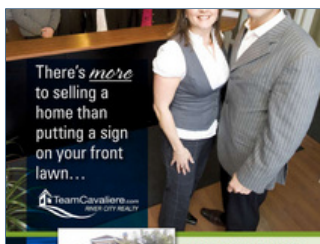
Luke Redd

Luke was my immediate superior at Byrne Publishing Group until he moved to work with Beelineweb.com and I became Creative Director of Okanagan Life magazine

MAGAZINE COVERS



BROCHURE



2001 - Present

Self-employed

Sought and received enriching freelance work that included graphic design and copywriting for a diverse assortment of small to mid-sized businesses.

Apr 2011 - Present	<p>Graphic Designer</p> <p><i>End Of The Roll Marketing Office</i></p> <p>Design ads and marketing for nationwide store locations of End Of The Roll Co.</p>
Oct 2009 - Oct 2010	<p>Creative Director (full-time employee)</p> <p><i>Byrne Publishing Group Inc.</i></p> <p>Executed the art and layout for Okanagan Life magazine and ancillary publications. Managed, coordinated and collaborated with three other staff members and more than five regularly-used photographers.</p> <p>Pitched, planned and executed full re-design of Okanagan Life. This included typography as well as a more refined layout.</p>
Jan 2006 - Oct 2009	<p>Associate Art Director (full-time employee)</p> <p>Designed art and layout for Okanagan Life magazine and ancillary publications... taking a lead role with the sister publication Thompson Life magazine.</p>
Sep 2001 - Jan 2006	<p>Production designer (full-time employee)</p> <p>Designed ads and department editorial layout for Okanagan Life magazine and ancillary publications as well as in-house and direct marketing.</p>

WRITING SAMPLES



2001	<p>Digital Prepress Graphic Design Diploma</p> <p><i>Trend College</i></p> <p>Graduated with Top Honours. Intensive program focussed on graphic design and illustration principles with a strong hands-on emphasis on craftsmanship and precision.</p>
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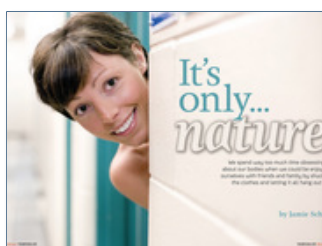
MEDIA KIT



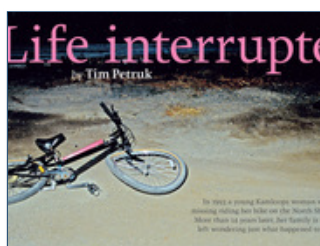
Editorial Design



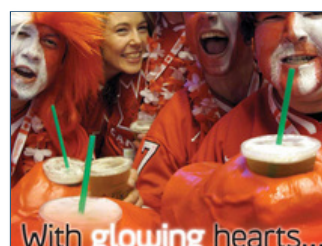
Thompson Life Magazine



Thompson Life Magazine



Thompson Life Magazine



Okanagan Life Magazine (20...)



Okanagan Life Magazine

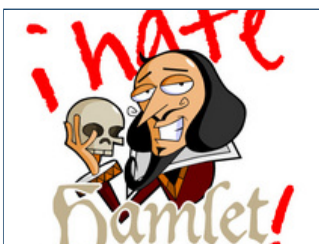
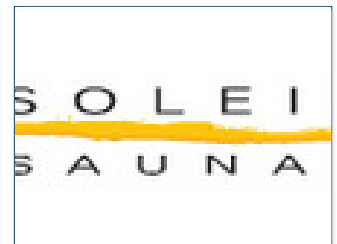


Thompson Life Magazine

Ad Design



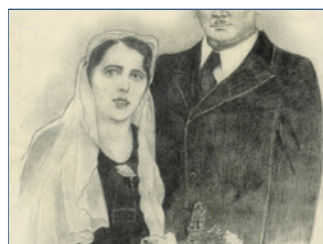
Recent Logo Design (freelance)



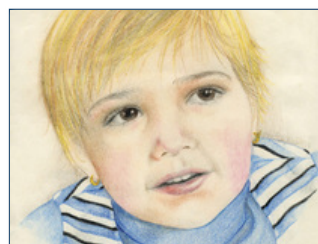
Hand Drawn



Don't speed in Alberta! ;)

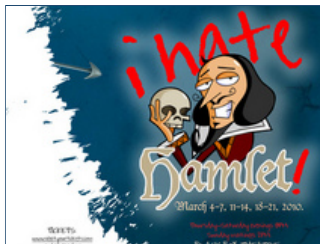


Oma and Opa Mahler



Bianca

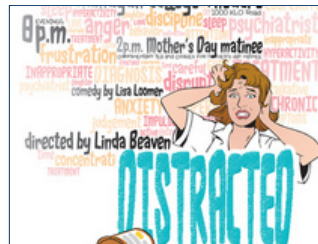
Theatrical Posters



Theatre Kelowna Society's (...)



TKS production of Peter Pan...

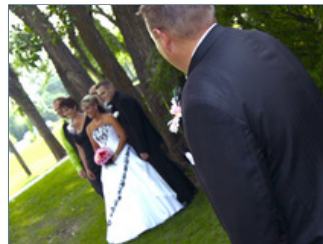


TKS production of Distracte...

Photography



Candid Portraiture



Niece's wedding



Speckled sun through the tr...



Fintry waterfalls



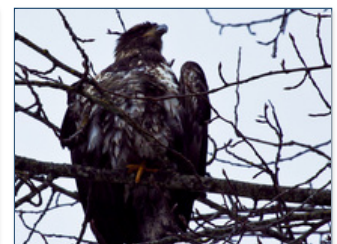
Perspective



Macrophotography (Bee)



Kamloops Bluffs



Young Bald Eagle

PowerPoint



Vital Life PowerPoint presen...

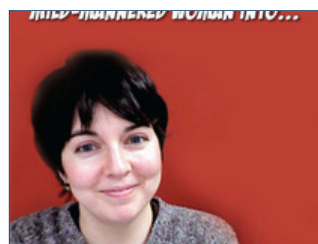
Personalized Greeting Cards



Chelsi's birthday card



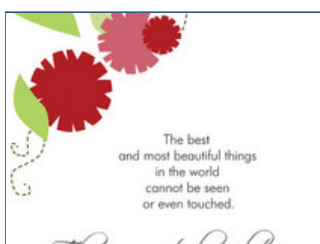
Bruce's birthday card



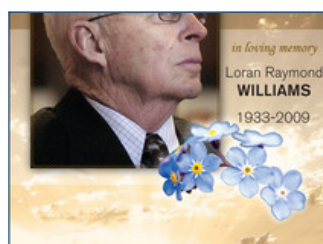
Jocelyn's birthday card



Jim's birthday card



Wedding invitation (on vellu...



Memorial card

