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**CHERYLL
DELRO
SARIO**

www.delro.net cherylld@gmail.com

GRAPHIC DESIGNER, Deeken & Hunt-Weber, Inc. – San Francisco, CA

August 2007 – present

- Conceptualized and designed corporate identity systems
- Produced marketing, promotional and industry material, both print and online
- Managed multiple projects simultaneously from conception to delivery

GRAPHIC DESIGNER, West Coast Beauty Systems – Benicia, CA

September 2005 – June 2007

- Lead designer for company's largest trade show, the 2007 Spring Style Show
- Lead designer for Art of Hair trade show, 2006 & 2007
- Designed marketing, point of purchase, packaging and promotional material
- Project managed and worked with other designers to create the look and feel of all design pieces
- Assisted with the production of monthly in-store deal book

DESIGNER / MARKETING ASSOCIATE, San Pacific International – South San Francisco, CA

September 2004 – September 2005

- Produced and project managed Spring 2005 catalogue
- Re-designed and maintained company website
- Art directed photoshoots for corporate imagery, photographed products
- Designed e-mail newsletters and web/print advertising
- Assisted with product development and design

GRAPHIC DESIGNER, Clear Channel Radio – San Francisco, CA

September 2003 – February 2005

- Created identity for KMEL's annual Summer Jam concert
- Created print/web promotional material for some of the Bay Area's largest radio stations
- Designed comps for client webpages

DESIGN INTERN, Xbox Nation Magazine / Ziff Davis Media – San Francisco, CA

August 2002 – December 2002

- Assisted with layout creation
- Readied images for print production

WEB SITE INTERN, UCSB Arts & Lectures – Santa Barbara, CA

November 1998 – June 1999

- Created site for UC Regents' Lectureship Program
- Updated Arts & Lectures website with current information

education

- Academy of Art College San Francisco, California: BFA Graphic Design May 2003
- University of California Santa Barbara Santa Barbara, California: September 1997 – June 1999

skills

- Proficient in Photoshop, Illustrator, InDesign, Quark XPress
- Comfortable on both Mac and PC platforms
- Advanced knowledge of HTML
- Basic knowledge of both CSS and PHP

activities

- Student Liaison, AIGA San Francisco 2002 – 2003
- Spring Show, Academy of Art College 2001 – 2003

references available upon request

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