



by: etana holowinko.M.S.

1222 West Baseline Rd. #140
Tempe, Arizona 85283
480.231.6822
etana@livesocietyjazz.com

Education

MS in Technology

Graduated with Honors

University of Advancing Technology, Tempe, AZ
September 2002 to December 2004

BA in Visual Communications

Graduated with Honors

Collins College, Tempe, AZ
March 2001 to March 2002

AA in Visual Communications

Graduated with Honors

Collins College, Tempe, AZ
September 1999 to February 2001

Experience

Personal Identity Consultant

December 2006 to Present

Responsibilities: Commissioned consultant on multi-project and hourly basis, charged with the innovative creation of high quality graphics, advertising, copy writing and marketing while ensuring company brand name, image and consistency. Manage final output of all products nationwide.

Clientele list:

- Bridgestone Mining, Nashville, TN
- Meyvn Global, Denver, CO
- Superstition Honda, Mesa, AZ
- Trump University, New York, NY
- Capstone Strategic, Washington, DC
- Fratantoni Luxury Estates, Scottsdale, AZ
- Rixx Lotion, Scottsdale, AZ
- Power of Focus, Calgary, AB, Canada
- Scosh Makeup & Skincare, Scottsdale, AZ
- Hamodia, Brooklyn, NY
- Binah Institute, Baltimore, MD
- AZ Fireplaces, Phoenix, AZ
- Serves You Right, Scottsdale, AZ
- LIFE with Brad, Chandler, AZ
- Big Hit Fit, Tempe, AZ
- Slade Grove Creative, Phoenix, AZ
- 1 Brick, Clearwater, FL
- Winter Park Group, Winter Park, CO
- Desert Sounds, Tempe, AZ
- Education2020, Scottsdale, AZ

Art Director - The Catalogues, Scottsdale, Arizona

September 2013 to July 2015

Responsibilities: Oversee and create cover to cover, layout, photo retouching, design and artistry of The Catalogues in multiple U.S.A. markets. Head of in-house design, website and social media updates. Coordinate and monitor printing and shipment of The Catalogues to all markets. Advise clients on all technical visual recommendations and/or issues.

Senior Graphic Designer - General Dynamics, Scottsdale, Arizona

October 2012 to December 2012, May 2013 | Part time/Temp

Responsibilities: Worked with Proposal Development Team to complete RFP's/RFI's. This included working with the team to format multiple RFP's/RFI's in accordance to their individual style themes in Microsoft Word. Some documents required illustrations to be made or edited within Adobe Illustrator and/or Photoshop and exported correctly to be placed in Word. Illustrations had to maintain style formatting of each documents individual style. Use of online portal was required to save and edit documents for shared team use at all times.

Creative Director - Cookies From Home, Tempe, Arizona

March 2008 to January 2012

Responsibilities: Development and design of client and in-house print advertising, marketing, packaging, and promotional materials, from concept to completion. Web design, editing, optimization, and up keep. Product photography and editing. Print production and vendor relations. Customized designs for corporate clientele: Tins, crates, and boxes uniquely specified to each businesses brand and individual client. Brand logo reproductions. Final output of art separations to film for screen printing.

Marketing Specialist - OdysseyWare, Chandler, Arizona

May 2007 to December 2007

Responsibilities: User interface design and E learning production. Set, defined & implement company brand standards. Created print and web materials. Printer and Vendor relations: quote request, file creation, invoice processing. Interdepartmental design: worked with various department managers to create company specific materials per department while maintaining overall brand.

Assistant Librarian - Collins College Library, Tempe, Arizona

May 2002 to April 2007

Responsibilities: Customer service. Front desk duties; checking in/out materials, shelving, shelf reading, library upkeep, computer/printer troubleshooting and assistance. Day-to-day operations: sourcing, cataloging, product orders, budgeting and costs, overdue notices, policies and procedures development, new staff hiring and training. Managed a team of three. Responsible for graphic design of forms, brochures/handouts, annual report graphics, signage used campus wide.

Skills

Computers & Software:

Proficient on Mac & PC; current software versions
Photoshop - Illustrator - Acrobat - InDesign - Dreamweaver - Flash - Wordpress - QuarkXPress - Microsoft Office - HTML/DHTML
CSS - Java Script - FTP - Metadata - SEO - Volusion - Commerce V3 - Articulate Storyline 2 - Constant Contact - Printer Operations

Design & Layout:

Included but not Limited to
Logo Design - Brand Identity Creation - Interactive Forms - Brochures - Direct Mail - Flyers - Signage - Corporate Identity - Coupons
Calendars - Magazines - Greeting Cards - Package Design - Web Design Html & Flash Based - User Interface Design - Preflight

Illustration:

Pencil - Pastels - Color Pencil - Charcoal - Oil & Acrylic Painting - Water Colors - Pen & Ink - Scratchboard

Photography:

Digital - 35mm - Medium Format - Retouching - Color Correction - Lighting - Darkroom - Studio Operation - Photo Editing



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References

Susan Brooks, Speaker, Trainer, Author
Founder of Cookies From Home

714 W. Culver Street
Phoenix, AZ 85007
602.228.5279

Kerry Mitchell, Coordinator of Institutional Effectiveness
Estrella Mountain Community College

3000 North Dysart Road
Avondale, AZ 85392
602.617.1323

Pamela Rineholt, Library Director
Collins College

4750 South 44th Place
Phoenix, AZ 85040
480.213.1139

Brad Myers, Owner
LIFE with Brad

10631 S 51st St #3
Phoenix, AZ 85044
480.329.5386

Professional Development

Kelby Training Seminar: Photoshop CS3 Creativity Tour – Phoenix, AZ – March, 2007

Kelby Training Seminar: Indesign CS3 Tour - Phoenix, AZ – November, 2007.

Achievements, Awards & Publications

Feature Poet: At the Paper Heart – Phoenix, AZ – October 10, 2006

Awarded: Employee of the Month – Collins College – August 2004

Awarded: The Scholastic Art & Writing Silver Medal for short story "Just the way we wanted it" – June 19, 1999

Scholarship: For submission in the 9th Annual CD Cover Design Contest – April 27, 1999

Publication: Of poem "Spark" in the Dayton Jewish Advocate – June 1997

Publication: Of article "Y2K Concerns a Bug in the Ointment of Society" in the Dayton Daily News – June 17, 1999

Testimonials

"Etana has played a significant role in the growth of our business. Etana is incredibly brilliant and possesses insane amounts of talents. Not only does she produce work that is out of this world, but she produces work in a timely fashion always ahead of schedule. Because of Etana we were able to win a major publishing contract. Our publishing contact said it was because of the design of the book that they even considered it as a potential project. I really can't say enough good things about Etana, if you are in need of a designer YOU MUST HIRE HER!"

Steven Cohen, MS | CEO | Meyvn Global

"Following my gut instinct to have Etana create our website was one of the best things I could have done for our business venture, Empower Hour. Etana not only met our needs, she went beyond our expectations and created a site that beautifully portrayed our vision. Undeniably, she has a creative flair and a savvy business sense that can help take your concept to another level. Her passion for design shines through in every detail of her work! You won't be disappointed!"

Jennifer Emperador | Co-founder & Personal Transformational Coach | Empower Hour

"I'm DYING! Etana Holowinko is a miracle worker and made my site in the matter of days that is ALL meeee!! THANK YOU is not enough for what you have done for me, Etana! L.O.V.E!!! Etana was up until the wee hours working on my site and had it live within the matter of days! PRAISES!!!!"

Julie Ann Costner O'Kelly | Photographs by Julie O'Kelly