**[Graphic Design Business Development](https://www.postjobfree.com/resume/ad3t6g/graphic-design-business-fairfax-va)**

**Location:**Fairfax, VA

**Posted:**February 22, 2024

**Contact Info:**

fresh2555design@gmail.com

703-598-1086

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**Resume:**

SHEILA

FREEMAN

GRAPHIC DESIGN

BRANDING

PROFESSIONAL SUMMARY

Award winning visual designer, skills in

logos, branding & identity communications.

Expertise in managing, events, campaigns

& product development. Wide range of

team oriented environment, high quality

results, moving from vision and strategy to

hands-on implementation.

Solid skills in:

• Graphic Design

• Branding

• Advertising

• Promotions

• Exhibits

• Publications

• Packaging

• Marketing

• Business Development

• Client / Vendor Relations

• Supervision

• Public Relations

• Directing

• Liaising with clients

• Managing clients & projects

• Account planning, costs,

deadlines

COMPUTER SKILLS

Over 30 years of computer skills covering

numbers of programs.

Programs used presently:

• Creative Cloud

• Acrobat Reader

• TextEdit

• Keynote

• Pages

• Dropbox

• 703-598-1086

• fdesign@cox.net

• freemandesign-identity.com

• ocean-aware.com

• Fairfax, VA

PORTFOLIO

Clients have ranged from large & small

businesses, government agencies,

non-profit associations: producing logos,

identities, collateral, products, exhibits, pro-

mos, advertising, public relations, events,

etc.

• Ocean-Aware.com: Developed unique

program using natural patterns & colors of

aquatic animals placed onto products sold

on line. Theme: if we don’t take care of

the ocean these fish may become ex-

tinct. Educational: Introduces public to

animals most never seen or heard of. With

each purchase, a donation made to envi-

ronmental organizations. Manufactured by

Zazzle.com/store/OceanAware & others.

• American Red Cross Graphic Stan-

dards: ARC needed graphic structure for

consistency. 3000 chapters produce their

own materials. We developed an organized,

easy to follow system for association with

fonts, colors, layouts, publication formats,

etc. for the entire association.

• American Red Cross First Aid Kit: Cre-

ated first product ARC produced & sold that

included items for accidents + visual instruc-

tions in a zippered package for easy carry-

ing. Marketed nationally & as an accessory

with an auto company.

• American Association of People with

Disabilities: Worked with founder & created

identity including logo & branding.

• FLIXSTIX: Popcorn flavorings marketed

to movie theaters nationally. Developed

name, packaging, promos, displays, ads,

public relations. Product was carried in all

Universal Movie Theaters.

FRESH DESIGN LLC

Graphic Design Firm President, Creative Director

Fairfax, VA Present

• Develop unique & innovative clients’ visual solu tions

• Created & managed Ocean-Aware.com,

2017 to present.

• Custom design solutions for commercial,

non-profit & government agencies: branding,

marketing materials, publications, posters, ads,

signage & trade show exhibits.

• Manage vendors, schedules, budgets & proj

ects.

FREEMAN DESIGN INCORPORATED

Firm President, Creative Director

Washington, DC / Bethesda, MD

• Logos, branding, collateral, posters, advertising, promos, exhibits & 3-D projects.

• Oversaw production staff, coaching & mentoring

• Strategies, reviewed project details

• Developed clients’ marketing for expantion

• Provided new business development.

• Sales & increase revenue.

• Positive rapport.

• Monitored schedules.

NORTHERN VIRGINIA COMMUNITY COLLEGE

Adjunct Professor

Alexandria, VA

Taught design courses: Electric Graphic Design

II, Introduction to Graphic Skills & Adobe Creative Suite with hands-on techniques.

GIBBS COLLEGE

Adjunct Professor

Vienna, VA

Taught Visual Communications, Portfolio Pre-

sentation, Typography & Design Fundamentals.

Performed course analyses.

DESIGNER SKILLS

Concept

Creativity / Innovation

Visual communication principles

Excellent communication skills

Color Theory

Typography

Layout

Print knowledge

Complex problem solving & time management

Presentation

Client & vendor relations

EDUCATION

• University of Cincinnati

College of Design, Architecture, Art & Plan

ning Cincinnati, OH

BS in Design

• Strayer University Metropolitan Washington,

DC

Web Design & E-Commerce Courses

AFFILIATIONS PAST AND CURRENT

• American Institute of Graphic Arts

• Art Directors Club of Metropolitan

Washington, President / Vice President

• Reston Chamber of Commerce

• Metropolitan Washington Board of Trade

• National Association of Professional Women

• Linden at Fair Ridge Condominium, VA

President, Vice President, Committees

ADDITIONAL EXPERIENCE

• Arranged & ran Smithsonian seminars on

Design Trends.

• Developed & taught Calligraphy at Gibbs

College.

• Organizing & downsizing homes

• Landscaping

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