

Christine U'Ren

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I design materials that communicate marketing messages clearly and directly, using eye-catching imagery that is appropriate for the project's subject matter and budget. I value collaboration, respond well to feedback, and build well-crafted digital files that function as intended. My editorial experience helps me understand and sharpen what a client wants to say. I use visuals to support content, not compete with it.

Qualifications

Extensive experience designing and producing printed and digital materials, including magazines, brochures, advertisements, posters, websites, banner ads, books, trade show graphics, and packaging.

Expert knowledge of InDesign, Illustrator, and Photoshop. Extensive knowledge of Dreamweaver, Flash, Acrobat, and Microsoft Office. Basic fluency in HTML, CSS and WordPress.

Familiarity with every aspect of the design and production process: presenting concepts; art-directing photo shoots; working with illustrators, stock agencies, web programmers, printers, and other outside vendors; readying digital files for print; attending press checks, etc.

Lengthy professional experience writing, editing, and proofreading.

Selected Accomplishments

As an independent contractor, I have created a wide range of marketing materials for local businesses, including the following:

- Identities for **ATODUS Media**, **Laby Robotics, Inc.**, **St James Associates**, **David Steinhardt Murals**, **Irresponsible Games**, **Green Box Top**, and **Green Coriander**, including each company's website, logo, and stationery.
- Three season brochures for the **Douglas Morrisson Theatre**, Hayward, CA, as well as a partial rebranding of their year-round marketing materials.
- Four season brochures (2011–2014) for **Theatre Rhinoceros**, San Francisco, along with publicity materials for nine individual Rhino productions.
- Marketing collateral for Bay Area dance company **Bandaloop**, including flyers, posters, postcards, event programs, t-shirts, and large-scale banners, for indoor and outdoor use.
- The cart wrap for **The Chai Cart**, along with flyers, brochures, and tradeshow displays.
- Newsletters and event posters for **The Olympic Club Foundation**.

As the house designer for **3rd i Films**, 2005–present, I am responsible for creating all marketing materials for its public film programs, including the annual San Francisco International South Asian Film Festival, which requires posters, postcards, programs, flyers, name tags, and HTML newsletters. I also maintain both the festival and year-round websites (using WordPress), produce the monthly electronic newsletter, and was an important part of a 2012–13 project to redesign both sites.

As the house designer for **Eastenders Repertory Co.** from 2004–2010, I designed publicity materials for all theater productions and company events, and redesigned the company's logo and website.

At **Formative, Inc.**, a Berkeley design firm, I helped produce Chevron Global Lubricants' in-house magazine for two years, and worked on branding materials and collateral for AXA Rosenberg, The Evelyn & Walter Haas, Jr. Fund, The Irvine Foundation, BioTime, Inc., and Makena Capital. I currently aid the company with occasional projects for clients such as Alpha Omega Financial Systems, and Peregrine Pharmaceuticals, Inc.

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Selected Accomplishments (continued from pg. 1)

At **Electronics For Imaging, Inc.** (EFI) in Foster City, CA, I designed and produced a variety of print and interactive projects. I specialized in creating print samples, which required me to adapt to various design styles, invent original copy, and adjust to printer specifications. Other projects included the packaging, technical documentation, and logo for the EFI Color Profiler Kit; a major interactive Flash file outlining EFI's Fiery ZX products (featuring over a dozen animations); sales kits for EFI's FreeForm and DocBuilder Pro software; trade show graphics; mousepads, t-shirts, and other giveaway items; and posters for myriad in-house events.

At **Miller Freeman Inc.**, San Francisco, CA, I supervised the production of three major technical reports, a task that included designing covers and text, writing chapters, working with authors, managing freelancers, copy editing, proofreading, and arranging the printing.

At **Anderson MarCom, Inc.**, Pasadena, CA, I coordinated graphics production for a crucial courtroom presentation made by ARCO. I saw that each file met consistency and production standards, supervised the printing, and managed a freelance assistant.

Selected Past Clients

San Francisco Bay Area

As an Independent Contractor: 3rd i Films | Douglas Morrisson Theatre | Formative, Inc. | Conservation Corps North Bay | The Olympic Club Foundation | BGD I | Theatre Rhinoceros | Bandaloop | ATODUS Media | Aurora Theatre Co. | Electronics For Imaging, Inc. | Gap Inc. | Green Box Top | San Francisco AIDS Foundation | David Steinhardt Murals | The Chai Cart | St James Associates | Laby Robotics, Inc. | VentureBeat | Ujogo | Peninsula Sleep Center

Through MacPeople: McKesson Corp. | Hal Riney & Partners | Design Continuum | Garcia Advertising | TMP Worldwide | Powerfood Inc. | Monster Cable | Young & Rubicam | CKS Partners | Woods & Woods

Los Angeles Area

As an Independent Contractor: B.D. Fox & Friends | Canon Communications LLC | Anderson MarCom, Inc.

Employment History

Independent Contractor: San Francisco Bay Area. 3/04–Present

Graphic Designer: Electronics For Imaging, Inc., Foster City, CA 5/99–12/03

Independent Contractor: San Francisco Bay Area. 9/97–5/99

Independent Contractor: Los Angeles Area. 8/96–9/97

Designer/Production Artist: MacPeople, Oakland, CA 6–12/93; 8/95–8/96; 9–12/97

Editor/Production Manager: Miller Freeman, Inc., San Francisco, CA 5/89–1/93

Education

The University of California at Berkeley

B.A. English

The School of the Art Institute of Chicago

Post-Baccalaureate Certificate in Painting and Drawing

City College of San Francisco

Extensive coursework in Painting, Drawing, and Printmaking