

# DENEEN UNDERWOOD

## résumé ...

### professional experience

#### **Full-Time Freelance Digital / Graphic / Web Designer**

**1997 - Present**

- Managed design projects, tasks, on-site meetings or telephone conferences with clients to understand their needs, goals and to develop overall design vision strategy according to client timeline and budget.
- Implemented design strategy plans which included concept descriptions of form, function and features using color, scheme, typography, composition and style solutions.
- Methodology and execution plan using a self-consistent story, feasible timeline and resource profile with a basis identification for information evolution in response to changing realities.
- Analyzed tasks as they related to both time and material resources and provided design solutions through research, audience identification, and information architecture.
- Art direction from concept to implementation for print assets, responsive designs, print to digital modifications, multiple device designs, storefronts and ecommerce databases.
- Provided web design, redesign, ongoing content changes, promotional materials, and social media graphics for various web projects.
- Visual message communication combining design elements and principles with problem solving, data collection and content research.
- Worked independently or partnered with account managers, project managers, production specialists, printers, writers, programmers, SEO specialists, and photographers.

#### **Graphic / Web Designer - Investor Relations**

**1997 - 2000**

- Designed print communication portfolios including corporate marketing packages and branding as an information resource for companies planning mergers, acquisitions or initial public offerings.
- Designed pieces and portfolio layout for business development proposals or investment strategies presented in business wire press releases, brochures, newsletters, annual reports, or advertisements for finance and investment publications, company profiles, investor fact sheets and websites.
- Designed newsletters, banners, posters and other print collaterals for trade shows. Communication strategies were developed and their implementation directed to specific audiences such as: analysts; institutions; shareholders; brokers; employees; and the investment community.
- Best Booth Award, San Francisco Money Show 1998.

#### **Athletic / Casual Footwear Designer**

**1994 - 1997**

- Athletic / casual footwear design, material and component research, colorways and detailed specifications, line branding and logos for footwear, tissue, labels and box design.
- Researched and wrote company brochure with distribution including: SGMA Atlanta; NSGA Las Vegas; and ISPO Munich. Prepared buyer package distributed to retailers in Britain, France, Italy, Germany, and Spain.

#### **Graphic Designer / Typesetter Offset Printing**

**1990 - 1994**

#### **Graphic Designer / Typesetter Bi-Weekly Newspaper**

**1986 - 1990**

### instruction experience

#### **Adjunct Professor, ITT Technical Institute, Pittsburgh, PA**

**2014 - 2015**

Instruction design based on ITT standard curriculum to implement methods, techniques, strategies, approaches, and resources to develop students' understanding of design media and techniques including real design work experiences.

- Taught visual communication courses in design theory with projects using Adobe In-Design, Illustrator, Photoshop, Flash, Dreamweaver, HTML, Microsoft Word and Microsoft Project Manager.
- Encouraged students to use creativity when developing their visual message by experimenting with design elements and principles, layout, typography, color and composition.
- Provided one on one instruction for portfolio development and project presentation.

#### **Art / Shakespeare / Cultural Studies Educator, College Center Montessori School, La Mesa, CA**

**2004 - 2012**

Pedagogical methods included Montessori principles of constructivism, discovery, experiential learning, and emphasis on independence. Through praxis, students enhanced their cognitive, visual, critical thinking and hand-eye coordination skills.

**FINE ART** - Created and implemented an award-winning art department using a multi-cultural program that celebrated world cultures, integrated core curriculum and emphasized design principles. My goal was to develop the artistic talents and creativity of children in a variety of styles, broadening their understanding and knowledge of art in all forms and expose them to well-known work as well as obscure, rare or unusual art.

- Annual art show planning, coordination and set-up.
- Annual curriculum maps, strategies and sequences for students in preschool to sixth grade.
- Multimedia instruction in Microsoft Powerpoint, Adobe Flash, and Adobe Photoshop.
- Projects reflected cultural and art-making traditions, architecture, native crafts, art movement timelines and historical events from around the world using a variety of mediums and substrates.
- Budget, planning, class coordination, and grant writing.
- Researched local and national contests and coordinated student participation.

**SHAKESPEARE** - Created and implemented a Shakespeare program using age-appropriate edited scripts of several Shakespeare comedies including: The Tempest; The Taming of the Shrew; Two Gentlemen of Verona; A Midsummer Night's Dream; Merry Wives of Windsor; and Love's Labour's Lost.

- Designed and created over 100 time-period costumes with hats, head gear and masks.
- Designed and created props, accessories, backdrops, and scenery.
- Script editing, casting, music selection, light choreography.
- Coordinated and directed practices, rehearsals and shows.
- Coordinated food donations, sound technicians, seating, videography and ushers.

**CULTURAL STUDIES** - Created and implemented a Cultural Studies program that celebrated diversity and included different languages and basic greetings along with food, art, music, holidays and storytelling traditions.

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### business experience

#### **BUSINESS PLAN WRITING**

Researched and wrote business plans with the following components: executive summary, vision and mission, company overview and profile, product or service strategy, market analysis, marketing plan, and financial plan. Research included in-depth industry analysis and financial forecasts.

- 2014 - Beauty Inside Out Health Institute (seeking investors) - Riverside, CA
- 2007 - Pacific Southwest Design residential construction (business model) - Oceanview Estates, HI
- 2004 - Apartment building (FEMA funding / government loans) Tropical Depression Ivan - Carnegie, PA
- 2003 - Solar panel company (seeking investors) - San Diego, CA
- 2002 - Online calendar (sales forecasts / business model) - San Diego, CA
- 2001 - Shoreline Resorts timeshare condos (business model) - Encinitas & Balboa Park, San Diego, CA
- 2000 - Manufactured / Modular Home community (business model) - San Diego, CA
- 1995 - Asian-Mex Footwear Group - factory (maquiladora) Baja, MX (seeking investors) - San Diego, CA

**1995 - Present**

#### **Online Bridal Shop Owner**

- Ecommerce setup, content management and database maintenance.
- Order fulfillment, returns, refunds, replacements, customer service, and reseller connections.
- Wedding trend and tradition research, marketing and advertising strategies and implementation.

**1999 - 2012**

### computer proficiency

- Adobe InDesign, Illustrator, Photoshop, Flash, Dreamweaver, Pagemaker, Freehand, and Quark Express
- CorelDraw, Trace, and PhotoPaint
- Microsoft Excel, Word, PowerPoint, Publisher, and FrontPage
- XHTML, HTML, CSS, DHTML Menu Creator, WordPress, and Browser based CMS
- MIVA, ASP, PHP, OSC, Magento, and Joomla! ecommerce

### education

**San Diego State University, San Diego, CA**  
**Point Park University, Pittsburgh, PA**  
**Art Institute of Pittsburgh, Pittsburgh, PA**

**Graduate Work in Art History**  
**BA Visual Art and Design**  
**AA Visual Communications**

**1996 - 1997**  
**1991 - 1993**  
**1984 - 1986**

### workshops

**Shakespeare After All: The Later Plays - Harvard Extension School Online**  
**Marketing and Social Media Conference - Rockhurst University, San Diego, CA**  
**Open House for Educators - San Diego Museum of Art, San Diego, CA**  
**Educators' Art Fair - San Diego Museum of Art, San Diego, CA**  
**CARE Arts Seminar - San Diego Museum of Art, San Diego, CA**

**2013**  
**2011**  
**2008, 2009**  
**2006, 2008**  
**2006**

### awards

#### **... AS AN INSTRUCTOR**

- Scholastic Books Magic School Bus "Create a Book Cover" - 1st Place Grades 3-6 2012
- Del Mar Fair (San Diego County) 2011, 2012
- Helix Water District Poster Contest 2009, 2010, 2011, 2012
- Los Angeles Metropolitan Water District Calendar 2010, 2011, 2012
- San Diego Museum of Art 2007, 2009, 2011

#### **... ACADEMIC**

- National Dean's List 1993
- Alpha Sigma Lambda Honor Society 1993
- Magna cum Laude 1993

#### **... DESIGN**

- Best Booth Award San Francisco Money Show 1998

### exhibits

- Private Commission Portraits 1985 - Present
- CCMS Art Show, La Mesa, CA 2006 - 2012
- HeART of Mt. Helix, La Mesa, CA 2008 - 2011
- CCMS Live Auction, La Mesa, CA 2008, 2010
- AIP Alumni Show, Pittsburgh, PA 2009
- Go Greek Cafe & Grill, San Diego, CA 1999 - 2001
- Carnegie Arts Festival, PA 1992, 1993
- Wilkins Township Art Festival, PA 1989 - 1994