

CINDY ELAINE CURTIS

www.cindylaine.com | 217.649.4190 | cindylaine@gmail.com | 9801 Stonelake Blvd, Apt 1321 | Austin, TX 78759

EDUCATION

THE UNIVERSITY OF ILLINOIS
at Urbana-Champaign | 2008
BS in Advertising
BFA in Graphic Design

PROFESSIONAL MEMBERSHIPS

Austin Young Chamber
American Advertising Federation

SKILLS

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Flash
HTML | CSS
ZingZag! Software
Microsoft Office

VOLUNTEER WORK

Imagine Art
Priority Associates
Sustainable Health Enterprises
Big Brothers Big Sisters
Habitat for Humanity
Restoration Urban Ministries
American Cancer Society

WORK EXPERIENCE

VISUAL INFORMATION TECHNOLOGIES | Director of Consumer Products
remote Austin, Texas | December 2009 to present
Champaign, Illinois | May 2008 to July 2009

Oversaw the development and pre-launch promotion of VizMo (now called ZingZag!), a unique software system that allows users to create multimedia web content with drag and drop simplicity. Created marketing material, including promotional videos, HTML emails, and presentation canvases. Developed logos and GUIs for subsidiary branches of VizMo. Studied the latest Internet technologies and social media in order to understand ZingZag's strengths, weaknesses, competition, and opportunities for promotion in the tech industry.

THE SCREAMING GOAT | Freelance Designer
Austin, Texas | May 2010

Designed quarter-page, full-color newspaper ad for The Screaming Goat's annual "tacos y cerveza" event. The ad performed very well: sales exceeded the expectations of co-owners.

CANWIN TECHNOLOGIES | Freelance Designer
remote Austin, Texas | April 2010 to May 2010

Created an identity, GUI and website design for Canwin Technologies' new database management product, called SQLfly.

PRIORITY ASSOCIATES | Freelance Designer
Austin, Texas | August 2009 to October 2009

Designed invitation and series of postcards for 12th Annual Fundraising Dinner.

SUSTAINABLE HEALTH ENTERPRISES | Freelance Designer
Champaign, Illinois | April 2008 to October 2009

Designed promotional material for SHEnterprises, a New York based organization that provides education and assistance to women in third world countries who lack access to affordable, quality, eco-friendly, sanitary products and services.

LINCOLNFEST 2009 | Freelance Designer
Champaign, Illinois | September 2008 to March 2009

Designed posters, brochures, invitations, and playbill ads for a film festival celebrating the life and legacy of Abraham Lincoln.

KOLAR ADVERTISING AND MARKETING | Advertising Studio Intern
Austin, Texas | Summer 2007

Worked with a team to create a marketing campaign for Caritas of Austin, a non-profit organization dedicated to providing a service continuum for those experiencing poverty. Our challenge was to increase fundraising and volunteerism among young professionals in the greater Austin area. This project included market research, brand building, strategic marketing, event planning and creating a web presence. Other projects included working with creative and production teams to develop integrated marketing campaigns for Dell, Subway, Amarillo Bank, and Cargill; and preparing pitches to prospective clients.

COLLEGE OF COMMUNICATIONS | Teaching Assistant
The University of Illinois at Urbana-Champaign | August 2007 to March 2008
Provided creative and technical advice for advertising students interested in art direction or copywriting.