

Jocelyn Suzanne Hoey

Designer * Production Artist * Illustrator

Portfolio: www.bellabluedesigns.com

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Years of experience with a keen understanding of print and digital artwork.
A passion for my craft and the tools I use! Creative, Motivated, Inventive, Resourceful.

Skills: Print / Web Design and Production, Social Media, Websites, Newsletters
Adobe Creative Suite: Photoshop, Illustrator, Acrobat, InDesign, Fireworks/Dreamweaver,
Quark, Microsoft Office (Word, Excel, Powerpoint), Mac/PC

Work Experience:

Publications Manager/Graphic Designer – Harbin Hot Springs
and Harbin School of Healing Arts – Middletown, CA April 2014 – Present
Design and production of guest handouts, maps, kiosks and signage, online monthly newsletters, event invitations, printed flyers, brochures, fundraising materials, photo archiving from past and present. Website maintenance for harbin.org and website design and maintenance for harbinschoolofhealingarts.org. Harbin burned in the Valley fire in September 2015 and is currently rebuilding.

Freelance Designer – Bella Blue Designs – Santa Cruz/Cobb/Middletown January 2010 – April 2014
Freelance graphic design, illustration, photo retouching and website design. Projects include logos, brochures, business cards, catalogs, poster art and photoshop renderings.

Graphic Artist – Santa Cruz Sentinel – Santa Cruz August 2007 – May 2010
Design and production of print and web ads for the daily newspaper and for the quarterly Santa Cruz Magazine. Close collaboration with Sales Reps to create successful ads for businesses.

Marketing Director / Designer – Sherman & Boone Real Estate – Capitola August 2005 – August 2007
Marketing of real estate properties for over 30 agents. Website and MLS updates, property sales flyers, property photo retouching, e-mail blasts, postcards and promotional mailers.

Production Artist / Designer – Energy Energy Design – Los Gatos September 2000 – June 2001
Print and website production art, preflighting, press checks and photo retouching.

Production Artist / Designer – Graff Advertising – Redwood City August 1998 – June 2000
Print and website production art, graphic design, press checks. Interactive PDF presentations, trade show booth design and mockups, photoshop renderings.

Screenprint Artist – West Tee Graphics – San Jose August 1996 – August 1998
Shirt design, 4-color separation, spot color separation, and darkroom work.

Graphic Artist – Santa Maria Times – Santa Maria 1995 – 1996
Created ads for local businesses for a daily newspaper using Multi-Ad Creator.

Education:

Climate Reality Leadership Training – Denver 2017
Building Blox Fundraising Training – San Francisco 2017
Humboldt State University, Arcata, CA – Anthropology / Native American Studies 1988 – 1993