



**PROFILE:** An experienced graphic designer and illustrator, but due to a passion for animals and animal health went back to school to be a certified veterinarian technician. Enjoy working in both fields. Have successfully produced many catalogs, product packaging, brochures, ad campaigns, books, e-mail blasts and websites. Work well with others, love challenges, and adapt quickly to fast-paced environments.

## EDUCATION:

**B.F.A. Illustration** - Brigham Young University, Provo, UT / April 1998 / G.P.A. 3.8

Related coursework:

|                                  |                            |
|----------------------------------|----------------------------|
| - Advertising                    | - Prof. Pract. Designers   |
| - Advanced Computer Applications | - Corporate Illustration   |
| - Spec Problems Art & Design     | - Life Drawing             |
|                                  | - Edit & Book Illustration |
|                                  | - Typography               |

**Veterinarian Technology** - Broadview University, West Jordan, UT / October 2012 / G.P.A. 4.0

## WORK EXPERIENCE:

**Veterinarian Technician** - Sandy Animal Clinic - Sandy, UT Dec 2011 - Current

- Educate & upsell clients about vaccinations, heartworm preventative, dental cleaning and animal welfare
- Produce coupons, flyers, banners, business cards, posters to promote & increase the clinic revenue
- Daily skills included IV catheter placement, venipuncture, dental prophylaxis, anaesthetic protocols, urinalysis, radiology and computer maintenance



**Freelance Designer & Illustrator** - JCurtisDesign - Lehi, UT July 1996 - Current

- Designs logos, packaging, catalogs, ads, flyers, email blasts, signage for various businesses. Companies include: Ready Store, Miche, EnerBank, Precision Time, Thunder Rose Ranch, South Sun Enterprises, Batteries and Bands, Wealth Formula Solutions
- Illustrate children's books & book covers. Illustrated for Covenant Books, Ink Publishing & local authors.



**Art Director** - HandStands® - Draper, UT July 2003 - Dec 2010

- Developed a productive and creative art department by streamlining projects, workflow, personnel and performance of a team of production and graphic designers
- Communicated with various departments to design and produce a variety of marketing and packaging material that increase yearly sales more than 40%
- Designed packaging for products that can be seen in national chains such as Target, Walmart, Best Buy, Home Depot, Auto Zone, TJMaxx, Bed Bath and Beyond.
- Worked with vendors in China and USA to insure correct reproduction of products & packaging.
- Designed and produced yearly catalogs, ads, fliers and oversaw the production of all printed material. Designed websites and directed the programing and SEO of sites.



**Graphic Designer & Illustrator** - Del Sol L.C. - Sandy, UT July 1998 - Jun 2003

- Established brand image and produced designs, products and marketing that increase store growth from one to 50 stores in only a 5 year period.
- Responsible for all photography - was the in-house photographer for all product shoots.
- In-house illustrator, rendering adult and children's t-shirt designs. Produced sketches, comps, ink drawings, colorization and digitized artwork.
- Maintained Macintosh computers, performing updates, software installations & system checks.





## SPECIFIC DESIGN SKILLS:

- Adobe Creative Suite specifically Photoshop, Illustrator and InDesign - 15 years experience
- Quark Express - 10 years experience
- Font programs such as Adobe Type Manager, Suitcase, Font Explorer - 12 years experience
- Knowledgeable in both Mac and PC platforms - 15 years experience on a Mac
- Spot colors, pantones, screen printing separations, trapping & overprinting - 10 years experience
- Printed media and printing processes such as offset and digital - 12 years experience
- Drawing, inking and painting (both realistic and stylized) - 15 years experience
- Web software - Dreamweaver, GoLive, Fetch, HTML, Flash, email blasts - 3 years experience

## COMMUNITY INVOLVEMENT:

Intermountain Therapy Animals - Certified with three dogs - currently visits American Fork Hospital (1999 - Current)  
Ruff Patch Rescue - An active participant, fosters and trains rescue animals (2010 - Current)  
Thunder Paws Flyball Team - Captain of a competitive flyball dog club - runs & owns four dogs (2007 - Current)  
Mount Timp Riders - Active and competitive member of a western horse riding club (2005 - Current)

## REFERENCES:

Dale Erling

Vice President of Marketing, EnerBank USA  
Salt Lake City, UT 84106  
801 227 4986 • 801 736 8306  
DErling@EnerBankusa.com

*As a graphic designer, worked closely with Dale, when we were both working at HandStands®.*

Hope Teyler, DVM

Resident Veterinarian at Broadview University  
West Jordan, UT 84088  
435 659 9504 • hteyler@broadviewuniversity.edu  
*Dr. Teyler was one of my professors and advisors at Broadview University.*

Paul Fulton

President of Sales, Del Sol LC.  
Sandy, UT 84070  
801 870 5265 • paulf@fulton365.com

*Worked closely with Paul to assist with all sales material for Del Sol. Produce signage and marketing material for other companies Paul is now involved with.*

Alan Wheatley

President, HandStands®  
Draper, UT 84020  
801 553 0600 • alan@HandStands.com

*Direct supervisor at HandStands®. Worked closely with Alan for all packaging, marketing and sales material.*

**PORTFOLIO:** TO VIEW FULL PORTFOLIO PLEASE GO TO: [www.jcurtisdesign.com/JWoodsPortfolio.pdf](http://www.jcurtisdesign.com/JWoodsPortfolio.pdf)



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