

Cover Letter



To whom it may concern

I have over fifteen years experience in the field of graphic design and visual communications including web design/development and user-interface design with many years of formal and informal art training. This experience has prepared me for a job in creative and/or art direction. I attended the Alberta College of Art and Design in Calgary after high school in 1992 and received my visual communications diploma with a major in graphic design and illustration from Grant MacEwan College in Edmonton in 1996. My professional experience comes from freelance work along with large company work which has afforded me the opportunity to work with many clients in varied settings on many different types of projects.

My experience in the field consists of three years as a junior graphic designer at PPI Financial Group, two years as the senior graphic designer at Spectrum Signal Processing, three years as the graphic and web designer/ developer at Colligo Networks, and most recently I spent three years as the visual communications specialist at Maximizer Software. These experiences have provided me with the knowledge base to excel in such mediums as graphic design for print and online marketing, web design & development, html email & campaign design, illustration (mediums include: charcoal, pencil, watercolor, acrylic, ink, felt), advanced photo manipulation using Adobe Photoshop, flash animation, conference design planning and user interface design and icon development.

I am a highly motivated individual who has had superb mentorship and gained from every opportunity that I have taken on. In my experience I have learned the importance of ' team' and the value of having a good leader. I have the confidence and experience to lead a team and would also welcome the opportunity to work and learn from those in the field to enhance my knowledge. I believe the blending of my artistic talents, computer knowledge, and positive attitude makes me an important asset to any company looking for creative design and direction. I am fully qualified to work in the U.S., I meet the requirements for a work authorization under the terms of the free-trade agreement. I have a lawyer assisting me and should you require an outline for the TN work authorization I can have him provide this to you.

Kelly Lerbekmo

Cover Letter & Resume

Phone 778-216-0625

kelly@kellygraphicarts.com

www.kellygraphicarts.com

I look forward to speaking with you about the opportunities that you have available and my ability to help your team grow and prosper. I can be reached at the information above. Please don't hesitate to contact me at your earliest convenience.

Enthusiastically,

Kelly Lerbekmo

Education and Experience



Education

1993 - 1996 | Grant MacEwan Community College, Edmonton, Alberta

Computer technology part-time studies
Visual Communications Diploma, major in Graphic Design & Illustration

1992 - 1993 | Alberta College of Art and Design, Calgary AB

Completion of art principles foundation year

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Experience and Employment History

2005 - 2008 | Visual Communications Specialist

Maximizer Software Inc.

Reported to Global Director, Marketing & Business Development

- create and maintain brand awareness through all visual communications
- design and develop corporate identity (standards guide) and apply to all corporate and product facing materials including: tradeshow graphics, powerpoint presentations, manuals, binders, conference graphics, business cards, brochures, html email campaigns, direct mailers, magazine ads, 3rd party lead-generation web ads, product demos, campaign landing pages
- design, develop and manage corporate website:
 - work with IT and support on webstore and knowledgebase
- create product demos using flash

2004 - 2005 | Freelance Graphic Design & Web

Design/Development

- **Just Systems (XMetal)** - color theme for user-interface, icon design and development
- **ShakyEgg Communications Inc** - logo, business card and website design and development (www.shakyegg.com), powerpoint presentation graphics, DVD cover designs



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- **Foxtrot Communications Inc.** - rate sheets, directory design and layout production for Burnaby Merchant Heights Association
- **Columbia Skylights Inc.** - instruction guide manual, trade show panel and packaging label design
- **Spyderbaby Productions** - logo designs, flat sheets, consulting
- **Whiterock Museum & Archives** - gallery and exhibit display design and layout, theme illustration, website (www.whiterock.museum.bc.ca) design and development, brochure design
- **Cleartech Wastewater** - logo, business card and website design and development (url inactive)
- **Cougar Mountain** - brochure design and web graphics
- **Hi Fibre Textiles (SUGOI) Ltd.** - masking and clipping product images, color correction, poster, tradeshow and catalog design and layout
- **Whistler Alpine Guides** - brochure and web graphic preparation
- **Solution Research** - logo and web design (www.solution-research.com)
- **Saffron on Fourth Avenue** - business card design and logo production
- **Battery and Wireless Solutions**- website design (url inactive)

2001 - 2004 | Web and Graphic Designer (Developer)

Colligo Networks Inc.

Reported to Director, Sales and Marketing

- design, conceptualize, and build visual brand for corporate and product identity
- design all print and web materials including multimedia design, icon development, user-interface design
- design and maintain website (www.colligo.com)

1999 - 2001 | Senior Graphic Designer

Spectrum Signal Processing

Reported to Director, Marketing

- project management, scheduling and print bidding
- all graphic design for print and web materials

1996 - 1999 | Graphic Designer, PPI Financial Group LLC
Reported to Creative Director

- PowerPoint template design and presentation preparation
- logo and brochure design

1996 | Junior Graphic Designer, Sundowner Studio Design firm
Reported to Creative Director

- rate sheet updates and logo designs

Software Knowledge

Experienced in several software applications.

- **Adobe Creative Suite 3**
Photoshop, Illustrator, InDesign, Flash, Dreamweaver
- **Microsoft Office**
Outlook, Word, PowerPoint, Excel, Visio, Frontpage, Access
- Visual Source Safe
- Camtasia Studio
- MicroAngelo Icon Creator
- Quark XPress
- Corel Draw, PhotoPaint, Xara, Ventura
- Javascripting programs such as DeluxMenu
- Various compression tools such as WinZip
- Various FTP clients such as CUTE

I can write and understand basic HTML, CSS, Javascript and I have also had introductory level experience in ASP. I am comfortable working on both Mac and PC platforms. Most places I have worked did not support a Mac platform with the IT department so I gained experience performing computer and application administration, maintenance, and troubleshooting on my own.



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Strengths

I am an artist with a goal-oriented, business mind set.

My greatest strength is in the ability to intuitively apply creativity to the business world through computer graphics and design. I believe that the combination of artistic talent with an educational background in graphic design is beneficial and necessary to successful marketing.

My art background affords me the ability to see things and design things in a way that provide a complete product, in content, layout, and design to the client or business I am working with.

Contact and References

Phone 778-216-0625
kelly@kellygraphicarts.com

Address: I am willing and prepared to relocate however I currently live in Coquitlam, British Columbia, Canada. V3B-7R8

Peter Callaghan

Chief Sales Officer, Maximizer Software
Contact: 604-671-9430 or email petecallaghan@shaw.ca

Angie Hirata

Worldwide Director, Marketing and Business Development,
Maximizer Software
Contact: 604-601-8000 or email ahirata@maximizer.com

Barry Jinks

President & Owner, Colligo Networks
Contact: 604-685-7962 or email bjinks@colligo.com

Genèse Castonguay

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