

# JUDY HICKS GRAPHIC DESIGNER | FRONT-END WEB DEVELOPER

1374 Ocean Ave, Emeryville, CA 94608 • 510.545.3060 • hello@plushdesign.net • www.plushdesign.net • linkedin.com/in/plushdesign

Proven history of successfully working independently or with teams to design and produce all types of branding, print and web design and production using Adobe Creative Suite and html/css. Passionate and inventive creator of scalable marketing and promotional materials for B2B, B2C, nonprofit, higher-ed and publishing categories. Collaborative front-end web developer skilled in working closely with clients to create both static html and dynamic CMS websites.

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## CORE SKILLS

- Fully adept at Adobe Creative Suite
- Excellent troubleshooter/problem-solver
- Skilled at photography/illustration/art direction
- Outstanding listening/oral/written communication skills
- All aspects of client services including project management/scheduling, estimating/tracking budgets, supervision/training

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## PROFESSIONAL EXPERIENCE

**PLUSH DESIGN** (FOUNDER, MANAGER, ART DIRECTOR/DESIGNER)

**JAN 1998-PRESENT**

Built a highly successful full-service graphic design business specializing in **print and digital communications** for local, regional and national businesses and Fortune 500 corporations. Cultivated a portfolio of major accounts including:

- Visa International
- Clorox
- Sun/Diamond Growers
- UC Berkeley
- Kemper Insurance
- Jossey-Bass Publishers
- Mercury House
- AC Transit
- Body Time

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## PLUSH DESIGN SELECT CLIENT RESULTS

▶ **BODY TIME** (PRINT, CATALOGS, PACKAGING, WEB)

**SEP 1997-MAY 2012**

Designed and produced **all print/packaging/web** for local, family-owned bath and body products retailer, including **marketing support for up to 10 stores** (6MM annual).

- Established design direction of packaging and print material
- Built static pilot website in 1999, evolving into Yahoo Store ecommerce site two years later, revenue from which exceeded store numbers within three years
- Designed and produced biyearly 32- to 48-page retail catalogs, including up to seven covers per year
- Photographed products for catalogs and marketing
- Expert at photocomposition, saving client money by combining illustration, stock and existing photos to create fresh imagery

▶ **JUPITER SYSTEMS** (BRANDING, EXHIBIT GRAPHICS, ADVERTISING)

**JAN 1996-NOV 2015**

Created **print, advertising and display graphics for 10MM tech company** that produced hardware/software for display walls used in traffic, airport, utilities and banking applications.

- Designed logos for new products
- Created marketing materials for sales channels including brochures, data sheets, newsletters and advertising
- Designed and produced multiple annual tradeshow graphic sets, including full color displays up to 30' wide
- Worked with engineers and marketing director to design and produce hardware faceplates; created 3D product imagery from 2D CAD line drawings

▶ **JAPAN WOODWORKER** (CATALOGS, IDENTITY, WEB)

JUL 2006-AUG 2012

Designed and produced 88-page **biyearly catalogs for 7MM annual** handmade Japanese tool/garden/kitchen product retailer.

- Redesigned store masthead (logo) used on all channels
- Utilized InDesign plugin to sync catalog pricing with online database
- Created 32-page slimjim catalogs for product subsets to target new markets
- Coordinated with photographers and styled/art directed photo shoots
- Processed print-ready files via high-res PDF uploaded to prepress systems

▶ **UC BERKELEY** (WORDPRESS WEBSITES)

JAN 2014-PRESENT

Built **four WordPress sites** for various departments, working directly with primary stakeholders and staff.

- Front-end developer at every stage, from design and conception (Campus Shared Services, Graduate School of Journalism), to implementing other's designs (Civil Justice Research Initiative), to coming in behind original developers who dropped the ball (Haas School of Business)
- Researched and implemented a variety of plugins/methodologies to extend functionality of sites
- Trained clients to use CMS

▶ **SPONSORS FOR EDUCATIONAL OPPORTUNITY** (IDENTITY, PRINT, WEB)

AUG 2012-JAN 2018

**Successfully rebranded top-rated educational nonprofit** facilitating college pathways for underserved high school populations in NYC.

- Recreated 50 year old identity system together with team of four stakeholders and extended across five subset programs
- Replaced ancient single static site with five extensive subset WordPress sites that I designed, produced and maintained (over 200 combined pages); trained users
- Created biyearly newsletter that reached 30k donors and students

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## INDEPENDENT MARKETING SUPPORT

**John McNeil Studio:** Design and production of corporate capabilities book for Teradata (1 year)

**Peaceable Kingdom:** Worked with creative director and designers to **produce children's cards, games, stickers and diaries**. Supplied **print-ready files to overseas vendors**. Reworked multilayered photoshop/illustrator files to **repurpose art** for secondary sales channels. (1 year)

**Cuttriss and Hambleton:** Web development for university-level academics. **Print production** of magazines and reports. **Hardware and software support**. (10 years+)

**Lockman Design:** Developed **WordPress websites** for small business. (1 year)

**Bothwell Marketing:** Designed and produced print and web projects primarily for the legal field, including **identity, advertising, brochures and websites**. (2 years)

**Ann Yager:** Produced **catalogs** for Viansa Winery and Draeger's Market (2 years)

**Bay Graphics (now BGD):** Worked with clients at each level of the design process to create **powerful communication strategies** across brochures, newsletters and other corporate and product collateral for clients such as Visa International and Triad Systems. (1 year)

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## EDUCATION

Rhode Island School of Design  
*BFA Graphic Design*

UC Berkeley Extension  
*Drawing and Painting*

Golden Gate Atelier  
*Drawing and Painting*