

Sara Wrzesinski

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Education

University of Wisconsin-Madison, Bachelor of Fine Arts Emphasis in Graphic Design, Book Arts, Printmaking 2000

Madison Area Technical College, Associate in Applied Arts Degree Emphasis in Graphic Design 2005

Experience

Graphic Designer Greenleaf Media, Inc. Madison, Wisconsin 2008–2009

Graphic design and print production for identity packages, advertising and web projects. Regularly creating additional pieces for established campaigns. Product image creation, color correction and batch processing for web site catalog. Effectively communicating, attention to detail and maintaining highly organized files are key.

Production Artist Knupp & Watson, Inc. Madison, Wisconsin 2007–2008

Production for print and digital projects. Creating templates in Adobe InDesign and Microsoft software for use by clients. Layout to designers' specifications, creating dielines, final file preparation, communicating job details and posting work to vendors. Collecting estimates from vendors. Entering project details into job management software for estimating and billing.

Flash Production Pitch Interactive, Inc. Madison, WI 2007 and since

Collecting art elements from original Adobe Illustrator artwork, importing and placing art elements into Flash files for use by the animation artist. Smooth pixel translation, precision placement and file size control were priorities.

Freelance Art Production Greenleaf Media, Inc. Madison, WI 2007

Color correcting product images, adding captions, watermarks and creating coordinating sets of swatches for use in an extensive online catalog. Maintaining detailed records, batch processing and organizing large quantities of files, effectively communicating while working remotely.

Graphic Design Intern Campbell-LaCoste, Inc. Black Earth, Wisconsin 2006

Performing production and support for web and print departments. Producing materials for press kits and presentation, executing illustration and graphics, working on product images, batch image processing for web, adapting a dynamic web site to operate locally, organizing and assisting as needed.

Diecutter/Bindery Operator Suttle-Straus, Inc. Waunakee, Wisconsin 2002–2005

Diecutting, stitching, all manner of handwork and inspecting at a quality oriented commercial printing facility, gaining first-hand knowledge of how successful jobs are produced in a commercial printing environment. This experience has proven invaluable for effective communication with printing professionals and in designing cost-effective projects.

Owner/Designer/Printer Raky Press LLC Middleton, WI since 2000

Designing and printing letterpress wedding invitations, identity pieces and ephemera using both hand-set and computer generated type and graphics. Letterpress job printing for designers and imprinting for commercial printing companies.

Printer's Assistant Silver Buckle Press Madison, Wisconsin 1998–2000

Printing limited editions of broadsides, certificates, postcards, stationary, specimens and chapbooks; digitally producing prospectuses for newly published chapbook offerings; designing and installing displays and exhibits; creating pages and updating web site; maintaining mailing lists and mailings.

Affiliations

Ad 2 Madison a group for young professionals in advertising

Design Madison a group for creatives' professional development

PrairieFire BioFuels Education Foundation Board Member

PrairieFire BioFuels Cooperative Past Board Member