

RESUME

CINDI PARKINSON WAHL



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EXPERIENCE PROFESSIONAL

PRESIDENT/FOUNDER/EXECUTIVE CREATIVE DIRECTOR 07/2001 - Present

Founded CINDI DESIGN (www.cindi.io) | Freelance Contractor (Remote)
A bi-coastal, multi-disciplinary design remote firm with an emphasis in brand & identity. Direction and design of mobile & web application interface layout design assets, logo design, brand & identity, on-brand print collateral and marketing campaigns (ie. business card, letterhead, posters & flyers.), UX & UI, messaging & social media, 3D models of product visualization & modifying existing content. Paying special attention to detail without overlooking the priorities of the entire project as a whole. (Practices gestalt theory: the whole is greater than the sum of its parts.) (ie. design principles, color theory, optical layout balance, white space, font weights, timeless typography, etc.) Meeting client's realistic deadlines. Constantly learning and evolving by education youtube, networking, client interaction, classes, and meetings.

Clients Include: The UPS Store, Bavarian Auto Haus, & Brain Boost Academy.

VISUAL DESIGNER 06/2017 - Present

Brain Boost Academy | Arroyo Grande, CA | Freelance Contractor (Remote)
Conceptualizes new ideas and modifies existing designs for printed collateral projects. (ie. logo vectorizing, posters, flyers, banners, etc.)

BRAND STRATEGIST & UI/UX DESIGNER 01/2015 - Present

BavarianAuto.Haus | Arroyo Grande, CA | Freelance Contractor (Remote)
Collates a web/print brand identity collateral package including a business card, gift certificate, wifi office canvas, and website to standardize with a pre-existing outdoor sign layout.
Pioneered, coded, and maintains a customized WordPress geared towards fixing foreign cars.

PRODUCT DESIGNER 08/2014 - Present

Shapeways.com | Long Island City, NY | Freelance Contractor (Remote)
Monitors a public online store selling individual metal/plastic 3D printed figurines including a modeled 3D Ragdoll cat.
Reconciles with Shapeways.com to manage partial customer service and utilize their international 3D printer facilities.

GRAPHIC DESIGNER 07/2015 - 07/2016

The UPS Store | Nipomo, CA | In-House
Conceptualized, designed, & printed all media for customers: business cards (in-house)/ 100 or more (4-over.com), flyers, stamps, jam labels, scanned photos, spiral bound/stapled ~300 page PDF, 30-page annual rodeo programs, perforated tickets for auctions/football games, bi-fold/tri-fold newsletters, 3-color NCR carbonless forms, 1" wrap around linen canvases, resumes, 300GSM 13x19 Cardstock signs, 12x18 hole-punched laminated posters, 6-foot vinyl banners, EDDM postcards.
Guided customers through the best functional design often sketching initial ideas in-front of them for their personal/company brands and created fair pricing/printing solutions by understanding my client's wants and needs.
Operated a large format 42" roll full-color printer and a brand new ~\$6,000 digital press that prints 13" x 19" 300 GSM pages up to 65/min. and managed replenishing supplies.
Acquired 1-Month Training with Konica Minolta on the Fiery Command WorkStation software to print complex tasks with fewer clicks and calibrating the printer to match a customers' color sample they brought in and replacing with a pantone color.
Met deadlines and prioritized 3-10 multiple projects. Deadlines could be a few hours – months depending on the project scope.
Prepared domestic/international shipments up to 70lbs.
Witnessed notary commissions as they agreed to factual terms under oath.

SPECIAL PROFICIENCIES TECHNICAL SKILLS

DESIGN & MARKETING

Mac OS and Windows
Platforms

Adobe Creative Suite:
Acrobat Pro, After
Effects, Audition,
Illustrator, InDesign,
Photoshop, Premiere Pro

Autodesk:
Maya, Mudbox, ZBrush

Final Cut Pro and DVD
Studio Pro

Hand-coding
wireframe mockup:
CSS3/HTML5+,
Processing, Wordpress,
and Javascript/JQuery

Microsoft Office:
Word, Excel, Outlook,
and PowerPoint

Front-Desk, Office
and Customer Service
Experience

SPECIAL PROFICIENCIES ARTISTIC SKILLS

Illustration
Painting
Sculpting
Photography (DSLR)

EXPERIENCE
PROFESSIONAL

INTERACTIVE MULTIMEDIA REPRESENTATIVE 12/2013 - 05/2014
Breakthrough Senior Show Leadership Committee
CSU, Fresno Art and Design Department | In-House
Collaborated and worked with others in the leadership committee of the B.F.A. Graphic Design show.
Brainstormed ideas and gave input for how the show was to be put together and how people were to be photographed.
Handled social media and gave information to the Interactive Multimedia students.

GRAPHIC DESIGNER & ILLUSTRATOR 02/2014 - 05/2014
Entrepreneurship Expo | Lyle's Center, CSU, Fresno | In-House
Created a vertical 2.5 x 6 ft tall banner featuring the casual teppanyaki style logo for the Hibachi restaurant and illustrated a prototype render sketch of the restaurant.
Designed printed collateral such as a menu flyer and business card.

EDUCATION

CALIFORNIA STATE UNIVERSITY, FRESNO 08/2010 - 05/2014
B.F.A. Graphic Design
Option: Interactive Multimedia Design
Minor: Media Arts
Specializes in Brand and Identity, 2D/3D Animation, Film, Motion Graphics, Web Design and Audio Production.
High Honors - Magna Cum Laude
NASAD accredited Art and Design Program

A.A. GENERAL STUDIES 05/2010
Cuesta College, San Luis Obispo County District,
San Luis Obispo, CA

ACHIEVEMENTS
AWARDS

AWARD OF EXCELLENCE, 05/2014
In the area of "Interactive Multimedia"
Breakthrough: B.F.A. Graphic Design Show (juried)
CSU, Fresno, Fresno County District, Fresno, CA

BEST IN SHOW, 04/2010
Acrylic painting titled "Owl"
The Upside Down Times: Student Art Show (juried)
Cuesta College, San Luis Obispo County District, San Luis Obispo, CA

ACHIEVEMENTS
HONORS

PRESIDENT'S LIST
Four semesters | CSU, Fresno

DEANS'S LIST
Three semesters | CSU, Fresno

SCHOLARSHIPS

ADOLF ODORFER ART SCHOLARSHIP
August 2013 | CSU, Fresno

ORGANIZATIONS

AIGA, ADC, & IxDA—SINCE 2014
Three semesters | CSU, Fresno

REFERENCES

Jill Canby
Owner of The UPS
Store Nipomo
110 S. Mary Ave. Ste 2
Nipomo, CA 93444
(805) 929-0055

Paula Durette
Associate Professor
Digital Art & Animation
California State University
Fresno Department of Art
& Design
(559) 278-2249

Rusty Robison
Assistant Professor
Interaction Design
California State University
Fresno Department of Art
& Design
(213) 304-4077

RECOMMENDATIONS

"...she was the first person I thought of when asked to refer a Web Designer to a professional colleague."

-Cindi created a website design for former SciFi Channel's Executive Producer Rod Paul called, "Streamfora."

Candace Egan,
Mass Communication
Instructor

"...she listens carefully, has strong communication skills, and is prepared to work as part of a team."

- Extremely impressed with Cindi's installation at the BFA Portfolio Show in 2014.

Joan K. Sharma,
Color Theory Instructor

The following is how I organized my process into steps to keep clients involved throughout the project to promote strong communication, build rapport, and to show that I am listening to them:

Part 1, Learning About Client Phase:

1. Discovery Phase (Ask questions & discover client's wants. 50% deposit due)
2. Research Phase (Existing brand, history, current SEO.)
3. Inspiration Phase (Other interpretations, competition, 'new brand look' inspiration.)
4. Idea Gathering Phase (Create an empathy graph (curated google images) based off discovery, research, & inspiration phases, wireframe ideas.
Review & Strategize with Client (They pick images they like/want brand to feel like aka: user profiles.)

Part 2, Designing for the Client Phase:

5. Iteration Phase (Free-flow sketch ideas, bring to computer then design 1-2 iterations.
Review with Client (They choose 1-2. 25% deposit due.)
6. Stylescape Design Phase (Shows in-depth what brand looks like.
Review with Client (They choose 1 design. 25% deposit due.)
7. Talk Future Phase (Future SEO, applications, and messaging.)