

# Deborah

# BIRKBECK

## GRAPHIC DESIGNER

## ABOUT ME

**I am a talented creative professional with active management and leadership skills, who delivers high quality, brand-driven design and marketing collateral to my clients.**

Distinguished visual storyteller and branding expert. Successful career of directing and generating myriad design projects from conception through production and printing. Experience with managing workflow and encouraging a positive team environment. Punctual and deadline-driven expert with the drive to learn, innovate, and adapt to new trends, technology, and industries. Empowers clients to develop and maintain brand standards and optimizes corporate standards in a creative environment.

### Areas of Emphasis:

- Concept to Print Project Management
- Branding, Corporate Image
- Art Direction
- Cost Control / Budget Oversight
- Newsletters / Brochures / Flyers
- Digital Advertising
- Graphic Design
- Print Production
- Vendor Relations
- Presentation Graphics
- Typography
- Storyboarding

## EXPERIENCE

### APCO Holdings, Inc. / Strategic Diversified - Berwyn, Pennsylvania

Graphic Designer / Office Staff, 10/20 to 10/2022

### Stone Barn Design Studio - Spring City, Pennsylvania

Graphic Designer, 4/1998 to Present

**Pioneer creative innovation and strong marketing performance for clients at all stages in the collaborative process. Orchestrate all aspects of design process - initial consultation, brainstorming and design - and revisions to print and digital production.**

Acquire new clients through networking and reputable customer service. Maintain client and partner relations. Articulate creative ideas and marketing strategies to clients. Project manager and creative expert for multiple projects at once. Conceptualize and execute the creation of design elements that generate brand engagement, encourage audience responses, and present a strong return on investment. Photograph or collaborate with client photographers, direct photo shoots, and retouch photographs. Generate style guidelines for each customer to guarantee brand consistency. Edit printer and digital proofs to certify accuracy.

### Selected Achievements:

- Won Best in Show for best four-color printed pieces in the 2017 Neographics Print Awards. (Michaels Organization - 111 Willoughby Brochure)
- Design of annual advertising collateral, print materials, and style templates from 2015-2019 for The Michaels Organization, one of the Nation's most successful student housing corporations.

### Personal:

I donate my time and services to local non-profit organizations including The Friends of Henrietta Hankin Library (Member, Board of Trustees), and Owen J. Roberts Music Parents Organization. I am a Mini Cooper aficionado, and a bit of a SciFi geek. My hobbies include knitting, trivia, live music, gardening, photography, and designing anything I can get my hands on.

## CONTACTS



### Address

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Spring City, PA 19475



### Mobile

610.291.1927

### Home

484.985.8470



### Email

[dcbirkbeck@comcast.net](mailto:dcbirkbeck@comcast.net)



### Website

[www.stonebarndesign.com](http://www.stonebarndesign.com)

## EDUCATION

### Fashion Institute of Technology, New York, New York

Associate of Applied Science,  
Graphic Design & Illustration

## SKILLS

**Mac User: Adobe Creative Suite,  
Microsoft Word, Outlook, Excel,  
PowerPoint, Sharepoint**

## ADDITIONAL EXPERIENCE

### Freelance Design & Production New York, New York

Graphic Designer & Production Artist

### Waters Design Associates New York, New York

Director of Creative Services

### TBWA/Chiat/Day

### New York, New York

Studio Manager, Graphic Designer

### Altschiller Reitzfeld New York, New York

Assistant Studio Manager,

Graphic Designer & Production Artist

## ADDITIONAL DETAILS

I am a highly versatile graphic designer, with package design as well as large and small scale display design experience.

I have worked on designs for many different types of accounts including: student housing (The Michaels Organization), provisions (Boar's Head), restaurant groups (Restaurant Associates, NY), cosmetics (L'Oreal, Guerlain), handbags, hosiery and fragrance (Liz Claiborne), fashion (Benetton), aeronautics/defense (Northrop/Grumman), sporting goods (Nike, New Balance, Greg Norman), transportation (Amtrak, Continental Airlines) small appliances (Black & Decker), automotive corporations (BMW, Volvo), toys (Hasbro, Mattel, Playskool), Champagne (Veuve Cliquot), Beer (Harp/Guinness/Bass), Banking (Howard Bank), and Pharmaceuticals (West, Knoll/BASF).

I have designed branding for many years and for many clients, and I am well versed in creating and maintaining brand standards for both large and small companies.

I flourish in a collaborative work environment, whether it's in person or virtual, and I enjoy facing challenges with creativity, talent and a healthy sense of humor.

## PORTFOLIO SITE

You can view my portfolio online <https://dcbirkbeck.wixsite.com/portfolio>

If there is a specific type of work you'd like to see, chances are I have a sample to show you, so please reach out and ask me. You can email me directly: [dcbirkbeck@comcast.net](mailto:dcbirkbeck@comcast.net)