



**BETH LUKAS**  
design&illustration

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**EDUCATION** Graphic Design and Illustration program, Seattle Central Community College 2002–2004  
Graduated with honors and an AAS degree.

Fine Arts, Center for Creative Studies, Detroit MI 1988–1989

**CAREER SKILLS** Extensive experience in guiding and informing clients with regard to visual design choices. Experience in working both as a member of a team and independently on design projects, and working with a printer to assure quality and accuracy of design production. Concept development, design and production of identity, collateral, website design and development, CD packaging and advertising projects.

**SOFTWARE SKILLS** Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Macromedia Dreamweaver, Macromedia Flash, Macromedia Freehand, MetaCreations Painter, QuarkXPress and MS Word. Proficiency in Mac OSX platform, versed in Windows/PC platforms as well. I also have experience with scanning, OCR software, and some experience with PowerPoint. I have created websites using Flash, HTML and CSS, and am familiar with using server side scripting in collaboration with a developer.

Concept development, design, illustration and production of:

Identity / Collateral / Web Development Teddi Yaeger Photography, 2004-2006

Identity / Collateral / Web Development Carlin Salon & Day Spa, 2005-2006

Identity / Collateral / Web Development Northshore Dental Assisting Academy, 2004-2006

Identity / Collateral Sound Partners Real Estate LLC, 2005

Identity / Packaging Ascents Candle Co, 2006

**RELATED EXPERIENCE** FREELANCE DESIGNER; 2004-CURRENT

I have worked with a photographer, a web developer and directly with clients to produce identity and collateral projects for small businesses. My main focus is on creating a consistent identity or brand and applying it across many mediums including printed brochures, packaging, business papers, signage, and web sites. In some cases I will create an original identity, and in others I will re-design according to the corporate standards required by a franchise, as in the case of Carlin Salon & Day Spa, which is an Aveda Concept Salon.

I have been responsible for: project management, writing creative briefs, writing proposals, presenting proposals, creating detailed project task distribution schedules, book keeping, concepting, production, illustration, file preparation, locating print resources, working with pre press experts to create final product and troubleshoot, advising clients on marketing strategies, advising clients on advertising strategies, copy writing, editing, creating brochures, postcards, websites, cd packaging, product packaging, signage, window displays, poster design, business papers, and order forms.

**LETTERS OF REFERENCE** available on request.