

# CHARLENE PAGÁN

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## Career Overview

Charlene has been working as a professional graphic designer since 1978. Her primary focus has been on designing marketing pieces from concept to final printed piece.

After attending Purdue University in West Lafayette, IN, she began her career in 1978 at Balfour & Caudle Printing & Engraving Company, in Dallas, TX, producing illustrations in pen and ink and pencil used to make graduation invitations and die cuts for foil stamping and embossings.

She also freelanced as a Technical Illustrator for Texas Instruments, Rockwell International and IBM.

In 1985, she was hired as a layout artist for Sears Regional Advertising in St. Louis, MO. She also freelanced for Gentry Trotter & Associates, Inc. while residing in St. Louis, MO.

In Huntsville, AL, she contributed her expertise in layout and design to: Benton Parker and Associates, a full service ad agency working on Hilton Hotels marketing pieces, The Huntsville Museum, of Art, and the University of Alabama in Huntsville designing brochures, newsletters, booklets and exhibit signage.

Charlene is presently upgrading her skills, majoring in Visual Communications at Westwood College. She is available for freelance or full-time work.

## Recent Experience

### 2010 – Present Westwood College Print Center Customer Service

- Copy service for instructors and students
- Maintain copy machines and supplies
- Create fliers for school activities

### 2008 – 2009 Production Artist Hyde Park Herald Chicago, IL

- Responsible for the design and layout of the Hyde Park Herald and Lakefront Outlook weekly newspapers
- Contribute to special projects, cover designs and advertisements
- Work closely with production manager, managing editor and reporters

### 2007 Production Artist Digital People Chicago, IL

- Textbook production including corrections to text and artwork using Adobe In-Design

### 1998 – 2006 Graphic Artist Orange County Government Orlando, FL

- Oversaw the development of marketing and promotional pieces: annual reports, inserts, logo design, brochures, booklets, press kits, fliers, newsletters, and exhibit signage
- Solicited for client prospects which resulted in a 70% increase in accounts
- Coordinated with clients and printers to ensure goals, objectives, and deadlines are met
- Presided over meetings with key personnel to secure positive results of specific projects
- Obtain printing estimates and submit pertinent information to process purchase
- Pre-flight electronic files for output of accurate color separations
- Manage and the progress of printing including checking match prints, color keys, and press proofs

### 1995 – 1998 Graphic Artist Kenney Communications Orlando, FL

- Responsible for the design and layout of Enjoy Florida Magazine, Florida Travel Guide, and Bi-Nite Magazine

- Extensive communications with clients and printers to ensure goals, objectives deadlines are met
- Pre-flight electronic files for output of accurate color separations onto printing plates
- Track the progress and accuracy of printing including checking match prints, color keys, and press proofs

### 1994 – 1995 Graphic Artist Ruttle Graphics Orlando, FL

- Responsible for the design and layout of a variety of educational textbooks
- Pre-flight electronic files for output of accurate color separations onto printing plates
- Track the progress and accuracy of printing including checking match prints, color keys, and press proofs

## Education

### 2009 – Present Westwood College Chicago, IL Visual Communications

### 1985 – 1987 St. Louis Community College St. Louis, MO Advertising Design

### 1973 – 1978 Purdue University West Lafayette, IN Visual Design

## Software Skills

Adobe Creative Suite  
Quark X-Press  
Adobe Acrobat  
MS Office Suite

## Awards

*Westwood College Library Identity Package, 2010  
First Place*

*National Association of County Information  
Officers (NACIO)*

### 2005 Superior Award

- Reclamation Round-up newsletter
- Annual Scholarships and Awards Dinner Program

### 2003 Best of Class Award

- Orange County Business Development Service Guide