

# Evelyn Shifflett



GRAPHIC ARTIST

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## Education

- 2000 - 2003  
**Sheridan College  
of Animation & Design**  
Interpretive Illustration  
Scholar's Diploma
- 1997 - 1999  
**Alberta College  
of Art & Design**  
Illustration Degree Program
- 1990 - 1992  
**Grande Prairie  
Regional College**  
Biology, Ecology, Chemistry

## Computer Skills

Mac and PC

### Art Programs

Adobe Creative Suite  
Expert level Photoshop,  
Dreamweaver, Illustrator  
Familiar with InDesign, Flash,  
Corel Draw, QuarkXPress

### Office Programs

Word, Power Point, Excel

### Organizers

Entourage, Act, Outlook,  
Outlook Express, Maximizer,  
Winfax

## Artist Brief

Formal training in traditional /digital illustration plus design for print and web  
Creative project experience includes logo design, packaging, promotional  
material design, web graphics, illustration, mural painting, sidewalk ads  
Competent with:

- prioritizing and handling multiple projects
- preparing materials and organizing labor (when many hands make light work)
- working directly with clients and senior managers, getting the job done right

## Work History

### RhinoInk Illustrations Ltd.

- 2003 to Present: freelance illustrator, graphic artist and web designer

### iPromote Media

- redesigned and maintained a social website (amusingfacts.com)
- customized social sites including twitter, facebook fan page
- produced banner ads, landing pages and satellite sites for online marketing
- designed DVD labels and DVD case/book covers
- other web clients: woodcraft.ca, nannyrobina.com, foraloccasions.ca, cathim.com, pactnow.ca, grrr-nola.com, suzannem.com

### MegaPosters

- producing large scale mural ads on buildings downtown Toronto
- clients include: Levis, Ketel Vodka, Koodo, Telus, Vitamin Water, Air Canada

### Roar Media & K.Mac and Associates Marketing

- story board and "in situation" illustrations for marketing presentations
- produced sidewalk ads for Roar Media (corporate and community events)
- clients include: RBC, Yellow Pages, Bacardi, Monster.ca, Labatt Brewing Co, Much Music, Covenant House, YTV, TD Bank

### Cathim Inc, CDN Print Plastic, Nishe Technology Inc.

- designing for the plastic card industry, producing card and carrier graphics
- clients include: Hooters, Honda, Summit Auto Group, John Deer, WineXpert, Smitty's, Trattoria Vaticano, Canadian Home & Leisure, Toy Shoppe of London

### Aurora Marine Industries Inc. & Daniel's Wholesale

- produced packaging for boat care products and smoking paraphernalia
- worked directly with print companies, prepared files for digital & offset printing
- produced support materials for the sales department, distributors and customers. Produced and distributed weekly e-newsletters, email / fax ads and maintained contact lists for Aurora Marine

### CBC & the Scholastic Group

- illustrated children's books. Titles include "Mr. Dressup Is Lost", "Casey's First Day", "The Birthday Surprise"
- other book illustration projects include: images for Parkinson Clinic of Eastern Toronto, "Alexandra's Dragon Fire" and "The Trilogy" by Leslie Fieger

## Other Creative Projects

**Mural painting:** schools, children's rooms, restaurants

**Float decorator:** Streetsville Bread & Honey Festival, Toronto Santa Claus Parade

**Gardening:** primary gardener for Lionhead Golf Course 2009

**Waiting experience:** 10 years of customer service tending bar and waiting tables

## Programming

While I do a lot of programming, I'm not trained as a programmer. Dreamweaver makes creating websites easy. Over the years I've taught myself to read, understand and edit CSS, PHP and JAVA script.

Many of the websites I've designed are created from scratch in Photoshop. Images can be sliced up and turn it into table based websites. Layout can also be defined with style sheets.

I've had success customizing YouTube and Twitter backgrounds, setting up Joomla and zencart websites, creating Fan / Business pages in Facebook and skins for Blogger and Wordpress.

My specialty is design - customizing layouts, buttons, banners, icons... Real programmers have a gift. I truly enjoy working in partnership with them, creating online experiences that are visually pleasing and functional.