



Wendy Vandenberg  
Art Direction & Design

MAC CS • PRINT • WEB • STUDIO PHOTO SHOTS • PACKAGING & VISUAL DISPLAYS

Creative credentials include 16 years as an art director in a variety of consumer/marketing agencies and corporations.

Providing creative design and direction in all areas of print and web, while keeping within budgets and timelines. Professional expertise includes the ability to work in a team environment as well as a freelancer. Enjoys the exchange of ideas during brainstorming and being a part of the evolution of those ideas. Impeccable organizational skills for managing projects and maintaining image libraries. Possessing an eye for detail, typography and a flair for copywriting. Extremely passionate about all things creative, from design and development to production and pre-press.

**Present\*** **WV Designs** — Irvine, California

**Art Director / Brand Manager / Senior Designer**

Work with owners and creative directors to create and implement brand identity for new companies. Provide new art direction and design for companies wanting to re-brand existing corporate identity.

- Create brand manuals and style guides for corporate print and web advertising.
- Design websites, home pages, banners and emails.
- Art direct photo shoots for retail catalogs, direct mail brochures and product packaging.
- Structure and organize user-friendly image libraries for creative and IT departments.
- Design, copy write and produce print and web advertising for new business development.

**Clients** Trafalgar Tours, Creative Partners, Irvine Animal Care Center, EasyLife Furniture, Andrade Architects, LA City Market, Creative Retail Packaging, Mendoza Dillon Advertising, James LeCourt Plumbing, The Nourishing Tree, Apex Funding Solutions, Kenneth Capital, Hill Corporation

\*Freelance projects were not a conflict of interest with full-time positions

2001 - 2010\*

**Walter Foster Publications** — Irvine, California

**Freelance Designer**

Collaborate with creative team to design and produce a vast collection of learning books and craft kits for children and adults. Design editorial to conform to the brand specific to each project, utilizing typography skills while working with a wide variety of fonts.

- Design book covers to launch new learning topics.
- Collaborate with creative team in designing packaging for new business projects.
- Create package die line templates.
- Design style sheets for multi-page craft books.
- Purchase images for promotional projects.

2001 - 2009\*

**Innovage** — Foothill Ranch, California

**Contract Art Director / Designer**

Design and produce a variety of packaging and hang tags for cosmetics, home accessories, stationery, jewelry, electronics, toys, bath products, candles, crafts and holiday gifts. Work in collaboration with creative team in maintaining brand standards for each product line.

- Create box templates for each packaging design and manage project from concept to pre-press.
- Provide art direction for photo shoots as well as lifestyle photography for package ambiance.
- Create brand copywriting for product functions and features, owners manuals and hang tags.
- Prepare final files to meet graphic standards and guidelines for overseas production in China.
- Keep current on industry trends to remain aesthetically competitive.

2003 - 2006

**Draper's & Damon's** — Irvine, California

**Retail Art Director / Brand Manager / Front End Web Designer**

Established and managed brand integrity for 46 stores, across all platforms of advertising from print to web to in-store decor. Collaborated with presidents and executives to create and execute long-term marketing plans that proved successful in the transition of women's retail to a higher level of visibility in the fashion industry. Creative projects included new store opening packages, brochures, direct mail campaigns, special event promotions, catalogs, product development, print and web advertising.

- Collaborated with catalog art director and designers to maintain brand cohesiveness.
- Presented concepts and executed campaign promotions for the development of new business.
- Wrote and designed headlines and editorial for brochures, direct mail and special events.
- Propped, styled and art directed studio photo shoots.
- Mentored junior designers with brand identity.

1997 - 2001

**Johnson/Ukropina** — Irvine, California

**Art Director**

Worked directly with account team in all aspects of creative throughout the development of marketing strategies, direct mail campaigns and new business presentations. Designed and managed the creative process of a 3-year direct mail campaign.

- Designed, implemented and maintained brand identity throughout long-term creative campaigns.
- Developed special events marketing collateral.
- Collaborated with owners and creative teams in developing creative for new business.
- Art directed photographers, food stylists, models and make-up artists.
- Designed and produced a variety of invitations for charities and special events.

1994 - 1997

**Leegin Leather/Brighton Jewelry** — City of Industry, California

**Art Director**

Worked in a team environment which included jewelry artisans, staff designers and freelancers to design and produce handbag and accessory brochures, catalogs, direct mail collateral and retail packaging.

- Created and designed fresh marketing concepts for new products, product packaging and POP.
- Scouted locations, booked models, propped and art directed photo shoots.
- Developed and designed exhibition materials for jewelry/accessories conventions.
- Designed ads, POP, POS and marketing materials for area and regional retail stores.
- Collaborated with jewelry and accessory artisans to design product packaging.

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GEONEX

event 1 you're invited! week of November 7 - 13  
Join us as we officially kick-off the holiday season with our annual Draper's & Damon's open house. Enjoy light hors d'oeuvres while we present casual and dressy styles from our holiday collection.  
\$25 off your purchase of \$125 or more, with this coupon.  
Valid November 7 - 13 • P0501

event 2 shop with a friend week of November 14 - 20  
Make new friends but keep the old - one is silver, the other gold. And if either of them join you for a day of shopping, you'll both receive 10% off your purchases. Don't forget this coupon!  
Valid November 14 - 20 • P0502

event 3 all wrapped up week of November 21 - 23  
Beautifully boxed and ready to go, our jewelry and watch sets make the perfect gifts at \$49 and \$69. At that price, you might be tempted to keep one or two for yourself!  
Buy two and save \$15 with this coupon!  
Valid November 21 - 23 • P0503

event 4 one for you week of November 25 - December 4  
Get that warm and fuzzy feeling from our cozy, colorful holiday sweaters. A perfect choice for your cold mornings through your late-afternoon parties.  
25% off selected sweaters with this coupon!  
Valid November 25 - December 4 • P0504

event 5 two for me week of December 5 - 11  
Nothing makes a creative statement quite like a new and exclusive novelty jacket. See our just-in selection of beaded, sequined and embroidered styles, and find a couple of perfect styles for you. Bring this coupon and save \$20 on selected novelty jackets.  
Valid December 5 - 11 • P0505

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... and our pastries!

Because the truth is our pastries are baked fresh, every morning, and sprinkled with sweetness from our finest French ingredients. >

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- Custom Packaging
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- Contact Us
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electronics  
The most explosive of all product categories, electronics reinvents itself daily. We offer industry leaders such as Sony and Bose as well as less well-known brands, all backed by guarantees. From simple to sophisticated, but never gimmicky, our electronics provide timesaving applications or much needed diversion and entertainment.

We use planet-friendly products.

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