



JENNIFER L. BECHTEL

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SUMMARY

Graphic Designer, CSR and Visual Artist with extensive experience in the commercial printing industry.

Capable and organized, having a critical eye for details and strong working knowledge of many areas of the print production process.

SKILLS

- ▶ Customer Service (General and Printing-Specific)
- ▶ Graphic Design and Branding
- ▶ Painting, Drawing, Sculpture and Photography
- ▶ Prepress/Preflight for Print Production (Digital and Offset)
- ▶ Digital Color and Image Manipulation
- ▶ Archive Management and File Organization

SOFTWARE / PROGRAMS

- ▶ **Adobe Creative Suite:** Illustrator, Indesign, Photoshop, Acrobat
- ▶ XMPie VDP Marketing Software
- ▶ Corel Suite, QuarkXPress
- ▶ **RIPS:** Fiery, Onyx, Heidelberg
- ▶ **Microsoft:** Outlook, Excel, Word
- ▶ WordPress & Shopify (general)
- ▶ MAC and Windows OS

MACHINERY

- ▶ **Digital Printers:** Konica Minolta, Xerox & Canon
- ▶ Risograph Duplicator
- ▶ Kimosetter340 Digital Platemaker
- ▶ Wide Format: HP5000, 9000 and Epson9600
- ▶ **Finishing:** Hydraulic Paper Cutters, Heat Mounting Bed, Roll Laminator, Hand-stitcher
- ▶ Office Automation Tools

WORK EXPERIENCE

GRAPHICS & CUSTOMER COMMUNICATIONS

Healy Glass Artistry | Bethlehem PA | April 2018 – Present

Create and adjust vector artwork and custom layouts for 1-color film printing in accordance with artist requirements. Design and update branded materials for promotions, sales, social media and website use, photograph finished pieces and create realistic product mock-ups. Responsible for replying to customer inquiries and order requests, processing and tracking orders through the Shopify website.

Requires meticulous attention to detail and close work with the artist to help him create his unique hand-carved glass art pieces.

GRAPHIC DESIGN TEAM MEMBER

Easy Signs | Allentown, PA | May 2022 – March 2024

Provided customer support relating to supplied design files, ensuring designs were correctly set up and of sufficient quality to proceed. When issues were present, assisted customers by providing guidance and/or directly correcting the issues so that orders could proceed to proofing as swiftly as possible. Utilized internal processing tools and an extensive library of response macros to streamline the proofing and approval process. Additional tasks as required to assist the Customer Happiness Team and Production Teams with process or quality concerns.

CSR / SENIOR GRAPHIC DESIGNER

EBC Printing | Allentown, PA | Nov. 2013 – April 2016 (+freelance)

As CSR, handled intake and communication with clients regarding their projects and assisted with prepress to support the Design team. As Graphic Design Lead, processed incoming graphics for proof and for press and handled a vast range of design projects and variable data pieces. Trained and supervised junior designers and CSRs and helped to streamline shop processes, job intake, and filing procedures.

Continued with freelance and back-end workflow projects thru 2022.

EVENT CO-COORDINATOR, VISUAL DESIGN & FABRICATION

Edge of Forever LLC | May 2012 – Nov. 2019

Assisted with running interactive outdoor theater events for 15-90 participants. Primary responsibilities included management of overall branding and visual style, design of promotional materials, art and logos, event photography. Handled NPC costume and prop fabrication (large and small scale) and assisted with content creation and story writing. Served as the primary event host and customer contact, managed company financials, bookkeeping and internal paperwork, and designed and managed the Wordpress website and shop/registration portal.

EDUCATION

BFA: COMMUNICATION DESIGN/ ILLUSTRATION

Pratt Institute | Brooklyn, NY
May 2004

Presidential Merit Scholarship
Deans List & Presidents List
GPA: 3.488

HONORS & AWARDS

Stephen Phillips Memorial
Scholarship/Stephen Phillips
Scholar, 2000-2004

Cape Cod Art Association Jurors
Award of Merit, 1999

Awarded Gold and Silver Keys at
the Scholastic Art Awards in 1997,
Honorable Mention 1998

Participated in group dance
competitions and productions,
1990-1996.

References Available

For portfolio images and design
samples, please visit:

WWW.JENNBECHTEL.COM

CUSTOMER SERVICE, DESIGN & PRODUCTION

Lehigh Valley Print Center | Allentown, PA | Mar. 2010 – Dec. 2012

Prepress, design, production, finishing, and management responsibilities including but not limited to front desk customer service, email communications, quoting, purchasing, and accounts receivable. Handled many projects from intake to pickup. Maintained the shop schedule and coordinated with the Senior Graphic Designer and Owner to ensure jobs were completed correctly and on schedule.

A CWA shop, primarily handling local political and union projects.

CSR FRONT DESK, PRE-PRESS ASSISTANT

Minuteman Press | Middletown, NY | Oct. 2007 – Sept. 2009

Front desk customer service and email as well as design layout and proofing for customer orders. Responsible for output of film separations for 2-color press printing and occasional finishing tasks.

PREPRESS MANAGER / SPECIALIST

The Artistic Group | Monroe, NY | Oct. 2006 – Aug. 2007

Handled preflight (processing, exporting, and repair) of supplied customer files for proofing/printing and design/setup of new files. Generated required proof samples in digital or hard-copy format. Tracked jobs through all stages of completion. Assisted with finishing, fulfillment, and shipping duties as required. Maintained the customer file archive and handled backups.

Based in NYC, this shop frequently served high-profile clients with tight deadlines, including Big Apple Circus and MSG.

SIGNS AND GRAPHICS SPECIALIST

FEDEX KINKOS | Albany, NY | Sept. 2005 – Sept. 2006

Designed graphics and text documents to customer specifications. Prepared and troubleshooted digital files for proofing/printing. Operated the HP5000 oversize printer and handled auxiliary work including binding, foamcore mounting, lamination and cutting. Organized and updated the customer file archive.

ADDITIONAL EXPERIENCE

GRAPHIC DESIGNER /ARTIST

Freelance

Creating artwork and graphics by commission in a variety of mediums including vector, traditional paint, pencil, digital art, and sculpture. Projects include conversion of raster art into vector art suitable for various print applications, logo design, postcard, form, and business card layouts, private portrait and character design commissions, magazine spot illustrations, mobile/app game art, color work on black and white line art, costuming, scanning and retouching of photographs and artwork in Adobe Photoshop.