



GAEDDERT ART & DESIGN

Margaret A. Gaeddert

Art Director • Illustrator • Graphic Designer • Fine Artist
405-751-9545 • cell: 405-630-5271 • email: mgaeddert@cox.net

Creative, skilled and talented professional with more than thirty years of art direction, design and illustration experience, and eight years of experience in graphic art instruction. Possess strong leadership, decision-making, and communication skills. Highly organized with the ability to manage multiple projects and meet deadlines as a self-motivated team member, manager and art director. Excel in customer relations skills. Enjoy the opportunity to share design and art knowledge and experience with students.

Employment

INDEPENDENT DESIGNER/OWNER

Gaeddert Art & Design Studio, Oklahoma City, OK, Established in 1978 to present.
Full service Art Direction, Consultation, Illustration, Design, Calligraphy, Portrait Art, Courtroom Art, Caricature Art, Presentation, and Web Design. *Client list upon request.*

ADJUNCT LECTURER

University of Central Oklahoma • Oklahoma Christian University, Edmond, OK
Courses: Graphic Design for Non-majors, Computer Graphics-Adobe PhotoShop, Typography Design

ART DIRECTOR OF CREATIVE SERVICES - 2005

The Journal Record Publishing Company, Oklahoma City, OK
Duties included Art Direction and production of advertising and special publications layout and design. Supervisor of four team designers. Pre-press production for in-house printing department.

- Improved the creative team processes between all departments of the corporation through art direction and management.
- Created full-color illustrations for the daily newspaper.

ART DIRECTOR OF MARKETING, 2002 – 2004

Saxon Publishers, Inc. Headquarters, Norman, OK
Art Direction, design and production of marketing collateral of educational materials for Early Learning, Phonics and Spelling and Math. Supervised and art directed a senior level designer and freelance designers. Interviewed freelance candidates and reviewed portfolios. Design projects include: annual report, catalog, advertising, tradeshow graphics, brochures, mailers, signage, flyers, posters and web design.

- Art Directed cover-design of textbooks.
- Art Directed corporate web site and intranet web site.

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LOGO & WEB DESIGN • ILLUSTRATION • ART DIRECTION

GRAPHIC DESIGN MANAGER, 1998 - 2002

Williams Communications, Streaming Media Broadcast Network, Oklahoma City, OK.

Managed team of graphic designers; supervised interns. Art direction and design consulting. Interviewed job candidates and reviewed portfolios. Art direction, project management between teams of developers and broadcast engineers. Design projects include: interface design for web casts and interactive CD Rom. Print collateral design for corporate marketing, intranet and web site design. Fortune 500 and 1000 clientele included: AOL, AVON, Lotus, NFL, Atom Films, Bristol Meyers Squibb, Sony Music, PGA Tour and CBNC.com. Provided support to executive management for promotional and advertising campaigns.

SENIOR GRAPHIC DESIGNER/WEB DESIGNER 1995 to 1998

Applied Intelligence Group, Inc., Retail & Distribution Systems Integrators, Edmond, OK

Recruited through reputation of creative talent and skills to be the initial graphic artist for this company. Created interface design for an online product application. Team member with software programmers, technical writers, consultants, and network server technicians. Supervised design staff. Traffic of projects. Client consultation. Interviewed job candidates and reviewed portfolios. Wide variety of design projects: publication, advertising, cover, letterhead, logo, brochure, flyer, poster, form, sign, banner, and multimedia presentation, annual/financial reports. Trained design team in design software applications.

Education

Marketing Design Course, University of Central Oklahoma, Edmond, OK
BFA Bachelor of Fine Arts Degree, Oklahoma State University, Stillwater, OK
Commercial Art Certificate of Achievement, Metro Technology Center, Tulsa, OK

Various workshop training: airbrush techniques, fine art printing, computer applications and design and illustration techniques, 1975 to present.

Accomplishments

Television Documentary Artist, *KOCO Television*
Courtroom Artist, *KOCO Television*
Mural project for Mobile Library, *Metropolitan Library System*
Guest Caricature Artist, Children's Hospital, *Oklahoma City Junior League*
Team Member, OKC Middle School Improvement *SEDL (South Educational Development Lab)*
Guest Judge, Oklahoma Chapter, *Society of Technical Communication*
Guest Lecturer on Color in Design, Oklahoma Chapter, *Society of Technical Communication*
Caricature Artist, *Village Library*
Caricature Artist, *Epworth Villa Retirement Center*
Newsletter Cover Illustration & Design, Oklahoma Al-Lu-We Chapter, *American Business Women's Association*
Skills USA Judge, National Student Design Competition, *Metro Technology Center, So. Bryant Campus*
Mural Design and Painting, Senior Citizens Center, *Newcastle, OK*
Board Member, Graphic Design Advisory Board, *Metro Technology Center, So. Bryant Campus*
Owner, *Gaeddert Art & Design Studio, Oklahoma City, OK, Established 1978*

Awards

ADDY Award, Catalog Design, *Okla. City Advertising Club*
Logo Design Award, City of Clinton, OK
Marketing Design Travel Award to Seoul, South Korea, *The Friendship Force Organization*
Recognition of Instruction Award, *University of Central OK and Platt College*
Best of Show/Trade Show Booth Design Award, *Children's Educational Recording Industry*
National Award-Cover Art Design, Children's Educational Record Album, *Children's Educational Recording Industry*
WOW Award-Web Site Design for Applied Intelligence Group, Inc., *Journal Record Publishing Co., Okla. City, OK*
Above & Beyond Volunteer Award, *Okla. City Public Schools*
Special Thanks Volunteer Award, *John Marshall High School Drama Department, Okla. City, OK*
Black & Gold Publication Design Award, *OK Press Association, Okla. City, OK*
Associated Press-First Place Award for Graphic/Illustration, Journal Record Publishing Co., Okla. City, OK

References upon request.