

JANE DOMINGUEZ

GRAPHIC DESIGN, PHOTOGRAPHY,
ILLUSTRATION, PREPRESS, COPY EDITING,
PRINT-TO-DIGITAL OPTIMIZATION



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PORTFOLIO

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STRENGTHS

CAT HERDER EXTRAORDINAIRE

Capable leader of both artistic and technical personalities; listens actively, reads minds, troubleshoots, and takes action

ARTISTIC NON-DIVA

Combines excellent typographic and graphic design skills with strong photographic chops and a personality that plays well with others and listens to what clients say, and what they don't say

RISK TAKER

Employs eye for the unique and modern to produce eye-catching designs

PRODUCTION SAVVY

Detailed knowledge of printing processes and options to stretch even the smallest budget

FAST & ACCURATE

Speed gets that extra project done, accuracy means no delays in service bureau prepress

VERSATILE ILLUSTRATOR

Draws everything from portraits and landscapes to diagrams and maps

GRAMMAR FIEND

Strong proofreading and editing skills

NEVER STEALS

Healthy respect for copyright law

MACINTOSH EVANGELIST

Can optimize a system for graphic design and prepress, install software, troubleshoot, and train others to use it, too

QUICK ON THE UPTAKE

Learns new software and hardware quickly and on the fly; can read a manual and figure out what needs to be done to make it work

EXPERIENCE

GRAPHIC DESIGNER II

2020-PRESENT

University of Florida Office of Strategic Communications & Marketing

- Developing communications and marketing creatives from idea through execution.
- Coordinating production to ensure consistency in style and content.
- Developing concepts individually as well as in brainstorming environments.
- Creating and implementing concepts for print, digital, web, and multimedia campaigns.
- Providing creative design direction on various projects.
- Facilitating design, copywriting, and photography needs for projects.
- Managing projects according to production timelines and applying current design trends.

ART DIRECTOR

2011-2020

What's Happening Publications and Promotions

- Supervise art department of seven graphic designers
- Plan department direction and growth, develop workflow solutions
- Manage workflow in high-volume, fast-deadline environment
- Generate content for design jobs based on client design briefs
- Generate graphic design and illustration for design jobs (examples include branding and identity packages, printed collateral, online content, and promotional materials)
- Prepare artwork for printing in a variety of mediums on a plethora of objects including traditional offset printing, laser offset printing, and if-it-holds-still-long-enough-we-can-print-on-it hard and soft goods printing (pad printing, laser engraving, silk screening, embroidery, etc.)

SENIOR ART & PUBLICATIONS PRODUCTION SPECIALIST 1999-2011

University of Florida College of Liberal Arts and Sciences Communications & Outreach

- Generate graphic design, photography, and illustration based on collaboration with staff writer and web designer to create publication themes and concepts for promotional and fundraising materials, websites, newsletters, and alumni magazines
- Lead inexperienced clients through design and printing process
- Prepare publications for service bureaus, coordinate with printers and direct mail service bureaus, and conduct press checks
- Supervise graphic design interns and determine production schedules
- Maintain, upgrade, and troubleshoot department's computers

COMPUTER SUPPORT SPECIALIST (WEB DESIGNER)

1996-1999

University of Florida Student Financial Affairs Publications

- Design and implement departmental, divisional, and special project webpages
- Assist publications student personnel in producing print publications

ASSISTANT DESIGNER

1994-1996

University of Florida Student Financial Affairs Publications

(part-time position, concurrent with positions below)

- Generate graphic design, layout, and illustration for financial aid publications
- Convert traditional paste-up publications to Quark digital pre-press files and prepare them for service bureaus

PROGRAM DIRECTOR

FALL 1995

University of Florida Art in State Buildings Program (time-limited, part-time position)

- Coordinate artists, selection committees, and architects on artwork selection, placement, and installation
- Create procedure guide for program based on State of Florida Guidelines
- Maintain records and archives of selection process

TEACHING ASSISTANT

SUMMER 1995-FALL 1996

University of Florida Department of Art + Art History (time-limited, part-time position)

- Administer and grade exams, pull lecture slides from archives, and hold office hours for Introduction to Art History 1 and 2

ASSISTANT PROGRAM DIRECTOR

FALL 1994-SPRING 1995

University of Florida Art in State Buildings Program (time-limited, part-time position)

- Schedule committee meetings, document installation of artwork, and generate plaques for installed artworks

EDUCATION

BFA College of Fine Arts, School of Art + Art History, University of Florida 1990-1994