SDDITA F. BLACKBURN

GRAPHIC DESIGNER

Denver, CO

Experience

Creative Design Lead

Denver, CO
2013 - Present

Colorado Housing and Finance Authority (CHFA)

Responsible for developing and executing creative and graphic design strategy to support the organization's strategic and business objectives. All projects are completed through a collaborative process with team members and business units. Areas of work include branding, graphic design, creative development, and production for visual, digital, website, print and 3D media in support of internal and external goals.

Essential Functions include: [Primary responsibility for overseeing the organization's visual brand identity and ensuring brand consistency throughout all digital, print, and creative materials] [Create and execute design concepts that support business and strategic objectives] [Leverage expertise to assist in the formulation and pitching of creative concepts and campaigns] [Conduct design research to support successful project execution that meets business objectives while maintaining brand consistency and ease of usability] [Oversee print, signage, exhibit, and other marketing collateral vendors to ensure deliverables are completed in a manner consistent with design, budget, and quality expectations established] [Work to maximize production/budget] [Conceptualize, design collateral, ads, and other deliverables] [Manage original photography and stock photos assets] [Manage in-house print and production shop ensuring equipment and supplies are in good working order and sufficient inventory of materials in available to meet daily business objectives]

Designer & Owner

D.B.A. Sizzle Design Studio

Denver, CO
2006 - Present

[Brainstorm with clients based on marketing and design needs] [Conceptualize ideas and prepare artwork with client and target audience in mind] [Prepare initial design concepts through to final artwork for several jobs/clients, maintain creative briefs and project scopes] [Network with target clients and manage current client expectations] [Develop pricing models and fee structures]

Marketing and Design Coordinator

Colorado Housing and Finance Authority (CHFA)

Denver, CO
2008 - 2012

IN-HOUSE DESIGN [lead and assist design projects for internal and external customers, project management] MARKETING [assist team with advertising and marketing efforts, including communication to business units] BRANDING [assist with internal and external brand implementation, education, and development] PRINT PRODUCTION/BINDERY [manage, produce, track and maintain all print shop functions] BUDGET TRACKING [assess project costs/expenses based on budget and determine appropriate action] PURCHASING [determines organization promotional materials, design artwork, orders and delivery] VENDOR RELATIONSHIPS [build, maintain and work with vendors regularly for outsourced jobs] EVENT PLANNING [identify needs with business units for events, provide event materials and support] ORGANIZATION [Manage and maintain divisional library and internal CHFA online store] KNOWLEDGEABLE (MAC/PC) [Adobe Illustrator, Photoshop, InDesign, Acrobat, Microsoft Products and QuarkXPress] KNOWLEDGEABLE [print design and general web]

Manager of Instructor Certification

Denver, CO
2006 - 2008

PATH Intl. (Formerly NARHA)

[Coordinated therapeutic riding instructor candidate enrollment in various equine assisted activity discipline] [Organized workshops/certifications that certified over 500 candidates per year] [Managed $100,000 certification department budget] [Executed and managed certification department goals] [Acted as liaison between 5 working certification committees across US and PATH office] [Created and managed instructor curriculum and support 1-2 year process for instructors to become certified] [Managed customer service representatives who supported 6000 members and 3000 centers]

Assistant Program Director & Therapeutic Riding Instructor

Multiple Locations
2004 - 2010

PATH Intl. Centers

[Developed and designed volunteer training for 150 volunteers] [Managed, trained and mentored 6 instructor candidates] [Brainstormed and assisted with development of online course for future instructor candidates] [Managed 100 rider and 3 school billing accounts] [Assisted center through nationally recognized premier accreditation process] [Therapeutic horseback riding instructor for individuals with disabilities, both children and adults]

Education

Bachelor of Fine Arts in Photography

Tempe, AZ

Arizona State University

Associates Degree in Graphic Arts

Laconia, NH

NH Technical Community College