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Jamie Dole
SCHUSTER



graphic designer
photographer
illustrator

Work
EXPERIENCE



Live Nation: Merchandise email blast design for various high-profile artists, including Miley Cyrus, Paul McCartney, Sublime, etc., by taking elements like a header logo/promotion text and/or product, and putting into an email.
(12.2015)

Footwear, Etc.: Merchandise email blast design for various sales and brands throughout the California-based chain. Signage for said sales, mailers, etc.
(10.2015 - 12.2015)

PureRed: Design and roll-out of various print campaigns for print signage, brochures, flyers, etc. Coupon inserts for grocery stores, mainly, and concept design for a mobile grocery store intended for low-income areas
(09.2015 - 10.2015)

fReal: Editing and creating new templates for various print and packaging designs. The packaging graphics to be for a new product launch. 30% of this role also consisted of creating graphics for various social media sites (Facebook, Instagram etc.).
(03.2015 - 04.2015)

DL Wholesale: I was the designer for this hydroponics wholesaler, I dealt with all design needs, those of which included a complete redesign of their 90+ page product catalogue & its corresponding interactive PDF. Monthly magazine ad-work, often the copy was my responsibility. Convention booth banners. Photographing every product whose photos were too low-res for print. Hand-drawn illustrations. Website and email banners and animated gifs of products for sidebar advertising, etc.
(08.2013 - 09.2014)

Education

BACHELOR'S DEGREE (HONOURS)



Middlesex University, London:
(10.2007 - 07.2010)

Focuses: Photography, Illustration, Typography (digital, Linotype, & letterpress), advertising, printmaking (mostly screen-printing), interactive design, branding, publishing, publicity. Middlesex University not only allowed me access to the best and largest available art and design facilities in Europe, but living in one of the largest cities in the world, allowed me a muse for my work that was invaluable to my education.

Award

D&AD (DESIGN & ART DIRECTION) STUDENT AWARDS



Photojournalism:
1st place

The D&AD annual international awards are highly respected, and regarded as a major events in the world of design and advertising. I won in the category of photojournalism. The brief was to create a photo essay illustrating the difference in people's perceptions of wealth & poverty.

Adobe
CREATIVE SUITE



Hello,

22 May, 2017

My name is Jamie Dole Schuster, I am a Graphic Designer, as well as a lot of other things, but visual art is innate in me - it just comes out whether I like it to or not. I studied and graduated from Middlesex University, in London in 2010. I received a Bachelor's Degree with Honors (and equivalent to Magna Cum Laude). I have held plenty of graphic design jobs in the past: one year as Head Designer at a Hydroponics Wholesaler. I find this is a particularly prominent in examples of my capabilities to prove I am the right fit (get it? Like a real woman. ;) with a picking of your listed prerequisites:

- 1: At DL Wholesale (DLW) I worked alone, when they did need something, it was always last minute. I had to complete a brand new, 100-paged catalog of every product we sold in 1.5 weeks. This was through InDesign, where I set up Paragraph and Character Styles, I made an index that changed when I moved or added something. At every temp job, I've been sequestered into a random room, on my own. I also mainly work on a freelance basis, and in doing so, I isolate myself in my studio and I've found that I miss the hustle and bustle of my old retail jobs and simply general contact found in working with other humans.
- 2: Though the words were never uttered, at DLW, I knew I was working for a company that catered mainly to marijuana growers. This was an intuitive leap based off the general look of the customers. I had to make sure that the audience I knew would be looking at these ads would be stoners. I got the highest acclaim for those.
- 3: I've worked as a Production Designer many times, where I was just meant to replace one item with another, and had to make sure stick to a brand book with specific dimensions.
- 4: I've worked mainly with transforming an existing brand into different formats in order to work on the headers on Facebook - I do so by screencapping a similar banner and create a template in order to not accidentally design something that will end up behind text or buttons. (one of the many ways I'm proficient in Photoshop)
- 5: I am an Internationally Award Winning Photographer. At The D&AD (Design and Art Direction) Awards I came in 1st for Photojournalism. I trained myself through the need to feel like I've captured the moment well enough to show someone exactly - or as close as possible) what I felt then.
- 6: Working at Live Nation, I was called in from the merchandise department (via my temp agency) to get all the emails blasts for a band's merch. site - advertising Christmas sales, Last Minute Shipping, End of Year sales, etc. All of these demanded a very rapid overturn, advertising the sale while maintaining the brand identity - through typography choices and color and feel. I find that every single company I have temped for never have the assets I need, so I often have to replicate a previous look through screencaps, and rid it of the content in order to advertise something else. I love differentiating colors that appear to be the same. I love that Turquoise is green when compared to something blue, but it's blue when compared to something Green! I love color. I've also designed a logo for a color blind man creating a business, and I designed it using the Proof Setup for Protanopia colorblindness, because I wanted him to see as much of the color as he could.
- 7: I am far more than proficient in all three Programs. I use all three of them quite frequently. I've created an 18 book series of my grandmother's travel journals. I love InDesign the best. I love brand identities (creating them most of all), I love the Styles, and the hyperlinks, and that you can make a limited animated flash file for digital use...I've been using a lot of Illustrator to design a 13-panel mural for a local thrift store. I also have made over 400 gifs in Photoshop. I made one from a scene on 30 Rock is regularly used in BuzzFeed articles and is on the "gif keyboard" on Facebook and Twitter.
- 8: "Excellent communication skills - you should be able to clearly articulate your design" I feel that this is a way of saying that the applicant has to be an excellent designer, because Graphic Design is visual communication. I feel I'm excellent, and prolific in themes, styles, and jobs I've worked. I also do communicate vocally very well. I have a presentation of the mural with the city for approval tomorrow. I also have friends who have no idea what things are when I talk about my work, so I am used to communicating to/with people of different levels of knowledge.
- 9: I even have a decent amount of experience with Final Cut Pro. Almost all my videos are music video-type made of myself lip-syncing to songs. (see how I need human interaction?). I often use greenscreen/keying for these.

I'd like to say that this job sounds great and fun and challenging, and I wanted to do my best to prove I'm capable of the challenge.

I really hope to hear back, thanks for reading.

JAMIE DOLE SCHUSTER