



# RESUME

1510 Wetmore Avenue  
Everett, Washington 98201

t: 206.854.4553  
f: 425.740.1180

w: [www.addesign.biz](http://www.addesign.biz)

**Aimee Tuck**

## Work Experience

### Owner

**A.T. Design, Everett, Washington**

**October 2002 to Present**

Full graphic design, identity, and branding services, including logo creation, identity development, printed collateral, websites, displays, packaging, templates, and presentations.

### Graphic Design Specialist

**Xantrex Technology Inc., Arlington, Washington**

**October 2000 to October 2002**

Shortly before I started with the company, they went through a merger which required a complete overhaul, reconceptualization, and streamlining architecture of all of the company's collateral and packaging. From the ground up, I recreated catalogs, spec sheets, price lists, posters, banners, media kits, newsletter, and brochures from initial concept planning, to layout, photography gathering and manipulation, copywriting, content verification, sign-off, printing, and finally coordinating translations. This redesign also included tradeshow booths, displays, and one time use tradeshow specific collateral; the creation of ad concepts for company use and advertising cds for channel partners and distributors; and visually pleasing product artwork or illustrations for marketing based presentations or training based on engineering drawings or conceptual sketches. Working with engineering and manufacturing, I designed product labels and packaging that met corporate branding guidelines and product specification requirements. Additionally, I supported sales and marketing presentation efforts to ensure presentations communicated effectively and were visually pleasing and provided marcom support for product rollout plans and sales packages, including scheduling collateral creation, helping with messaging and conceptualization.

### Proposal Coordinator

**BJSS Duarte Bryant, Inc., Seattle, Washington**

**March 1999 to March 2000**

Created and assembled proposals and brochures; Upkeep of all boilerplate collateral; Created and wrote the in-house newsletter; Flyers for clients; Technical documents, including pre-design submittals and specifications; Mailing campaigns; Firm publicity; Maintained outside/in-industry relationships; Coached principals for presentations; Overall editor for all marketing material. During my stay at this company, the firm went through a merger, which involved rebranding, a PR campaign, updating and reorganizing all marketing materials, and general retraining for the staff in the new organization of the firm.

### Marketing Coordinator

**The Baylis Architects, Bellevue, Washington**

**July 1997 to December 1998**

Created and coordinated the printing and distribution of brochures, flyers, project postcards, and announcements; Created custom and "stock" proposals; Created presentation boards and "leave behinds"; Awards submissions; A member of the web site development committee; Upkeep of "boilerplate" marketing information; Upkeep of the photo library; Developed the 1998 marketing plan; Publicity, including press releases, publishing the work of the firm, and the upkeep of current contacts; Coached principals for presentations; Tracked job leads including setting up a database in Access to more effectively track certain markets; Maintained relationships with other in industry firms; Outside liaison to the firm in general.

Aimee Tuck

**Administrative/Marketing Assistant**  
**Architectural Design West, Inc., Burlington, Washington**  
**August 1992 to June 1997**

Created the layout for the monthly newsletter and published it; Designed and implemented the system for marketing materials; Responsible for the upkeep and collection of marketing materials including photographs, narratives, and graphics; Put together proposals, from government forms, to standard resumes, to large scale custom proposals; Responsible for tracking down job leads; In-charge of potential client database; And helped in the coordination of presentations. In addition to these responsibilities, prior to my promotion to the position of marketing assistant, I also answered telephones; typed correspondence; took care of in-going and out-going mail; kept the office neat; supplies; ran blueprints; made travel arrangements; typed specifications; filing (including creating the filing system); some project tracking and billing; and maintained the product literature library.

**Proprietor's Assistant**  
**Design West Gallery, Mount Vernon, Washington**  
**August 1992 to August 1994**

Took care of all state and federal taxes, fielded questions about the artists, interviewed new artists, arranged press releases, and art openings.

## Education

Bachelor of Arts Degree in English  
Cum Laude  
Western Washington University, June 1997

Additional Continuing Education Includes  
Adobe Illustrator, Grant Writing, Strategic Planning, and Database Management

## Computer Programs

**Both PC & Mac**

InDesign 1.5 – 2.0  
PageMaker 5.0 – 7.0  
Photoshop 3.0 – 6.0  
Illustrator 7.0 – 10.0  
Acrobat (full version) 3.0 – 5.0  
FrameMaker 5.5  
Macromedia Dreamweaver 3.0 – 4.0  
Macromedia Flash 4.0  
QuarkXPress 4.0  
Microsoft Office 97, 2000, and XP, including Word, Access, Outlook, and Powerpoint, and Excel  
Word Perfect 5.0 through Office 2000 for Dos and Windows