

Joy Steuerwald
joystewy@yahoo.com

www.joystewy.com
510.249.9294

Profile

Professional Illustrator and Designer looking to apply her many talents creating for great companies. Very enthusiastic and friendly. Driven to meet deadlines quickly and efficiently. Uses strong communication skills to produce both clear, readable images and to work well with everyone. Takes direction and can run with it to be an independent worker.

Program Knowledge

Adobe Photoshop, Macromedia Flash, Microsoft Word, Microsoft Excel, Adobe InDesign, Adobe Illustrator

Experience

FREELANCE ARTIST

Illustrator & Designer- Fremont, California 05/2007- Present

- Created original illustrations for a board book proposal for Becker & Mayer
- Designing new logo and website elements for Monkey Tools audio batch software company.
- Currently developing and designing client's entire business identity for their natural dog treat company
- Create and sell my own line of greeting cards and matted prints, selling them to Pet Boutiques like Bow Wowzer in Los Gatos, CA
- Updated and created new artwork for Playfirst's PC downloadable game, "Zenerchi" to make it fit the iPhone format
- Using Flash, cleaned up and repurposed comic pages for Playfirst casual game company, for iPhone game
- In Photoshop, designed different sized web ads for ASUS on 2 different assignments
- Cleaned up characters in Flash for Ghostbot Studios project
- Worked for Ghostbot Studios using Flash to help produce Laura Croft web animation for Jim Lee and Wildstorm Studios
- Created interactive web ad mock-ups for Aggregate Knowledge company
- Commissioned for many pet portrait paintings
- Designed and printed birth announcements and invitations for clients

WESTLAND GIFTWARE

Production Artist with Assistant Art Director duties/ Product Development Coordinator- Union City, California 09/2003- 05/10/2007

- Developed concepts and designs for both in-house and licensed product lines.
- Worked on such lines as Betty Boop, The Wizard of Oz, Disney Princesses, Peanuts and others. Products include anything from figurines to frames, water globes and other items found in a gift store.
- Coordinated product lines for giftware industry where tasks included daily email communication with factories in China.
- Process began with idea and concept stage through to final product. Kept track of all assets.
- Assisted Art Director in all aspects of production.
- Helped organize and run yearly sales rep meetings.

INSPIRE PRESS PUBLISHING

Children's Book Illustrator- Los Gatos, California 02/2003-06/2003

Storyboarded, separated text and illustrated 32 page children's picture book, "One Christmas Story" released in fall of 2003.

LIGHTSOURCE STUDIOS

Freelance artist- San Jose, California 01/2003 and 07/2003

Inked book illustrations and painted spot illustrations for Leapfrog products using Flash.

RIVERDEEP-THE LEARNING COMPANY

Staff Artist- Fremont, California 01/ 2001- 06/2002

- Held Lead Artist position on *Starflyers* and *Powerpuff Girls* titles
- Created secondary characters for all products assigned to
- Designed activity layouts, game pieces, buttons and icons
- Created *storyboards* for products' movies
- Using Flash created and colored background layouts for activities
- Animated on paper and in Macromedia Flash and also assisted fellow artists with their animations
- Mentored peers in character design and also wrote a document on creating characters to be used by employees
- Helped in creation of Development Department internal web site by creating caricatures of each employee to accompany bios

- Did voice acting for many secondary characters in in-house recording studio

Products completed:

Pre-production of a SIM product and *Powerpuff Girls* second title, *Powerpuff Girls- Mojo Jojo's Clone Zone*, *Reader Rabbit- Reading Builder*, *Starflyers- Royal Jewel Rescue*, *Launcher*, *Oregon Trail 5*, *Reader Rabbit 1st Grade*

FUNSCHOOL.COM

Web Content Developer- San Jose, California 10/1999- 01/2001

- Responsible for original concept, graphics and scripting of on-line games
- Created icons to represent games to be published on funschool.com site
- Maintained AOL co-brand buttons for funschool.com games
- Designed specific feature pages needed
- Created sittingcow.com e-greeting card site's logo and image
- Developed site's main character and supporting characters
- Provided art direction to other company artists in both the U.S. and India offices
- Used company's proprietary software (Kauphy) to develop interactive greeting cards
- Used Adobe Photoshop to create gif graphics for cards, icons and ad banners
- Used Macromedia Flash to create graphics and animation
- Responsible for original cards through concept, character design and completion
- Program scripting for interactive cards
- Prepared and test cards and icons for publish

THE LEARNING COMPANY

Contract Artist/Animator- Fremont, California 04/1998- 10/1999

- Illustrated four children's books used in CD ROM
- Traditional animation: animating, in betweening, breakdowns, clean up
- Scanned camera ready animations into Photoshop
- Digitally cleaned up and colored animation using 3DO Animator
- Compiled print activity book and storybooks to accompany CD ROM product
- Used 3DO and Photoshop to clean existing game art
- Created original artwork for activity book
- Cleaned and compiled storybook pages in Photoshop for print
- Designed printable pages for educational workbook

Products completed:

Reader Rabbit's Complete Learn to Read System ages 3-7, *The Clue Finders 5th Grade Adventure*, *The Clue Finders Reading Adventures*, *Reader Rabbit Thinking*

Education

San Jose State University • San Jose, California 1999

B.S. Graphic Design – Illustration/Animation emphasis

Warner Brother's VTN (Virtual Training Network)- San Jose State University

Intense animation training by Warner Brother's industry professionals

Producing character and special effects animation,

Pencil tests, storyboard, and layout assignments for critique

Sheldon Borenstein- Instructor

Studied advanced life drawing for animation and animation production

Glenn Vilppu- Instructor

Studied life drawing, quick sketch and animal drawing at his Los Angeles seminars