

RESUMÉ

Elise Gourguechon Jones

GRAPHIC ARTIST & PHOTOGRAPHER

PERSONAL PROFILE

I have been working in the design industry professionally for eight years, but my interest in art extends throughout my life. The process of creating, whether on a computer, through a camera lens or with my hands has always been my passion.

I have worked with some of Central Oregon's most sought-after photographers, illustrators and artists to produce exciting and sometimes unexpected results as Art Director for the area's only alternative newsweekly these last five years. Designing eye-catching, fun-to-read publications has been a joy and honor for me.

Among my strengths is the ability to manage and meet or exceed deadlines. I am also highly proficient with the Adobe Creative Suite. I listen well and love to collaborate with others. As a pastime I enjoy studying design journals and blogs to stay informed and to be inspired.

DESIGN QUALITIES

Flexible design styles with a preference for a clean, modern aesthetic; typographically knowledgeable; fast and able to perform under pressure.

PERSONAL QUALITIES

Friendly personality, good listener and communicator, eager and dedicated, passionate about art in all forms.

EXPERIENCE

GRAPHIC ARTIST – Freelance

August 2010 – Present

I became a freelance artist in August of 2010 in order to open my design opportunities up to a wide range of possibilities. I currently serve several clients with an eye toward a clean, modern design aesthetic, focusing on both print and web design. I believe that, in addition to engaging design, great customer service and a friendly, accommodating attitude are key elements to a successful freelance business.

ART DIRECTOR – The Source Weekly, Bend, Oregon

March 2005 – August 2010

When I first moved to Bend, my goal was to become the creative leader at *The Source Weekly*, so this job was a dream come true. Seeking out and collaborating with other artists to bring visual life to the paper's stories was always exciting for me. Designing covers for special issues such as Summer Guide, Style and the Best of Central Oregon presented great opportunities for exercising creativity.

My official title at *The Source* was Art Director, however I also filled the roles of Production Manager and Senior Designer. In addition to collaboration with and art direction of freelance illustrators and photographers, I also designed all pages and oversaw production of Bend's only alternative weekly newspaper. Several of these issues showed the highest pick up rates in the paper's history. *The Source's* Dining Guide is one of the projects I enjoyed most. I took the lead on art direction and design for this annual magazine. I found that brainstorming sessions with others to conceptualize themes and layouts play a big role in achieving successful design solutions. I was honored to receive an award for Special Section Design for the 2009 Dining Guide by the Association of Alternative Newsweeklies.

I was also responsible for developing workable deadline schedules for all departments to ensure that the many elements of *The Source* and its sister publications came together on or before press deadline. Part of this process is the ability to identify potential setbacks in schedules before they occurred and find creative solutions.

PAGE DESIGNER / PRINT & WEB DESIGN – The Nugget Newspaper, Sisters, Oregon

July 2000 – March 2005

During my time at *The Nugget Newspaper* I experienced a tremendous amount of creative growth. My crowning achievement was the redesign of the paper. I was directly responsible for updating the appearance of the paper

AWARD

Association
of Alternative
Newsweeklies

Special Section Design

The Source Weekly's
2009 Dining Guide.

while increasing its readability and, therefore, readership. The design of the paper still reflects my influence today. It was here that I was introduced to editorial design and the production workflow of newspapers. Ad design was also a major component of my weekly schedule and involved collaboration with the sales team and clients to translate ideas into designs.

In addition to my print design work, I was also responsible for maintaining the newspaper's website. I updated content weekly and as needed with breaking news, working around the clock to inform the public during emergencies such as the B&B Complex fires of 2003. I also designed and built the online component of the *Sisters Oregon Guide*.

PHOTOGRAPHER – *Freelance*

Present

I'm proud to have had various photographs published in magazines and newspapers around the country including *USA Today*, *Rocky Mountain Sports and Fitness*, *Outside Online* and *Vail Valley Magazine*. I have also worked on assignment for small businesses such as Lay It Out, Inc., Dirty Snowflake Apparel, and Lofty Inspirations among others.

Noteworthy among these freelance assignments were two photographic essays created for Camiros, Ltd. of Chicago, Illinois in 1998 and 1994 respectively. The first illustrated the community, commerce and lifestyles of the people of Kansas City, Missouri. These photographs were included in the Human Investment Plan for Kansas City's comprehensive planning effort named Forging Our Comprehensive Urban Strategy (FOCUS) Kansas City. FOCUS Kansas City was awarded the 1999 Outstanding Planning Award by the American Planning Association.

The second was a visual essay portraying the polarity of New Orleans' poorest neighborhoods and the positive spirit of its people. This photo essay accompanied a proposal which was submitted to the U.S. Department of Housing and Urban Development for approval of federal empowerment zone funding.

WEB DESIGNER – *Freelance*

March 2001 – March 2005

After completing a Certificate in Web Design, I put those skills to use designing and building websites for small businesses. I enjoyed consulting with clients from different backgrounds to determine goals for their online presence.

GRAPHIC ARTIST / PHOTOGRAPHER – *Eagle Valley Enterprise, Eagle, Colorado*

July 1998 – December 1998

This was the first newspaper for which I wore multiple hats. Being a part of so many pieces of the puzzle was very exciting and educational. My main role was photojournalist. I photographed all areas of news, sports and advertising, as well as human interest photographs for this regional, twice-weekly newspaper. It was also my introduction to Photoshop. I scanned and corrected all photographic prints. I also designed all sections of the paper in QuarkXPress.

PHOTOGRAPHER – *Vail Daily, Vail, Colorado*

July 1994 – October 1994 and May 1995 – June 1996

Soon after college, I relocated to Vail, Colorado and landed the first of my creative jobs as photojournalist for the community's daily newspaper, *The Vail Daily*. I photographed local news, entertainment, real estate, education, sports, advertisements, and everyday life photographs in film format. I also processed film and prints in the darkroom.

EDUCATION

BACHELOR OF ARTS – *Indiana University*

August 1993

Double major, Fine Arts and Religious Studies. Concentration in photography, ceramics, Eastern religious thought and ethics.

REFERENCES

Available upon request.

ACCOLADES

"I had to thank you again because you would not believe the amazing feedback I have been getting. People are saying how "powerful" the photo is and people who know me on a more personal level say how much my true "essence" was captured. That credit goes to you. I know how it is the talent of the photographer to capture "essence". So... A Big Huge HUG and thanks again Elise!"
– Anastascia Scott