

BRENDA DEFOE

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education

**BACHELOR OF FINE ARTS
GRAPHIC DESIGN**
University of Central Florida
Orlando, Florida
Graduation 5.06

experience

graphic designer 3.11–present

WYNDHAM VACATION OWNERSHIP *orlando, fl*

Design and production of brochures, emails, wall boards and various materials for WVO

SCHOLASTIC BOOK FAIRS *lake mary, fl*

Design and production of book fair guides and brochures

graphic designer 9.10–3.11

WILDCAT TERRITORY/CANCER101/CLINE DAVIS & MANN *new york, ny*

graphic designer 6.07–7.10

PROGRESSIVE COMMUNICATIONS *lake mary, fl*

- Conceptualization and design of collateral for clients such as Walt Disney World, Land Resource and FNGLA
- Lead designer for Beazer Homes—maintained brand standards/identity and assisted co-workers with maintaining consistent brand identity

graphic designer 9.06–5.07

ORANGE COUNTY PARKS AND RECREATION *orlando, fl*

Conceptualization and design of new collateral such as bus wraps, ads and direct mail for 'The Club'—orange county parks and recreation's youth initiative program

production designer 1.06–8.06

UCF UNIVERSITY MARKETING *orlando, fl*

Design and production of direct mail pieces, ads, posters and various UCF marketing collateral used for and in association with the University of Central Florida

qualifications

Adobe Creative Suite, Microsoft Office, Nik Software/Viveza, 4 Color and Specialty Printing