



DEBRA A. BECHTOLD

2059 State Highway 145
Middleburgh, New York 12122

phone | 518-866-9576 (c)
518-827-6118 (h)

email | deb@bechtolddesign.com

fb | Debra Bechtold_Graphic Artist

Experience

11/2004 - 4/2011
SENIOR GRAPHIC DESIGN SPECIALIST

GlaxoSmithKline, 6290 State Highway 145, Oak Hill, NY

Strict launch deadlines and handle multiple projects simultaneously

Component Packaging:
Conceptualize, design, and implement graphics

Web Pages:
Design support for product pages

Branding Department:
Worked closely to assure corporate branding consistency for all Stiefel products (US and Global).

External Agencies and Vendors:
Lead and manage from a graphics standpoint

Artwork and Deadlines:
Coordinated for US/Global launches on-site and at CMO's

Support:
Project Management, Regulatory, Quality, Marketing, Materials Management, Packaging Engineering and Global Offices

Vendor Communication:
Artwork troubleshooting, component proofs, and on-site press approvals.



2/1993 - Present
FREELANCE GRAPHIC DESIGNER AND ARTIST

Bechtold Design, 2059 State Highway 145, Middleburgh, NY

Ability to go from concept to creation, print to web design

Develop:
Logos, brochures and flyers, promotional pieces, advertisements, business card/letterhead packages, and web page design.

Freelance:
Technology Applications Quarterly (moved from full color magazine to webzine), Sharing Success, and Tech2000 Online (cyberzine).

Clients:
Education 21, Inc., Troy School 12, Albany/Schenectady and Troy Enterprise Community, The Rensselaerville Institute, Middleburgh Telephone Company, ARC of Schoharie County, Century 21 Rural Estates, and SUNY Cobleskill

Create:
Abstract and functional clay pieces, watercolor and photography



SUMMARY

Graphic Artist with broad-based experience covering a full spectrum of component graphic design and layout, assisting in packaging design, production timelines, and launches for both US and Global. Working on cross-functional team, both on and off-site, internal and external, to meet goals and timelines. Effective at communicating with outside vendors to approve artwork and maintain quality printed components. Easily adapt to challenging and changing environments. Proficient in Macintosh design and layout programs, which are easily adaptable to a PC environment.



12/1994 - 3/2000
AD SERVICES SUPERVISOR

Schenectady Gazette, Schenectady, NY

Dynamic fast paced environment with rapid assessment

Supervise:
Promoted: Night Supervisor, August 1995, with staff of up to 5-10 graphic artists

Work Environment:
Trouble shooting, problem solving and strict deadlines on a daily basis

Support:
Retail, classified, composition and layout departments, final approval for page and color proofs

Create:
Advertising/special covers of one to four color layouts for Daily and Sunday Gazette

1/1988 - 1/1993
GRAPHIC ARTIST

Times-Journal, Cobleskill, NY,
Mirror Recorder, Stamford, NY

Design:
Ads, newspaper, two-color covers and typeset ads

Compiled:
Special sections with upwards of 200 ads each

Computer:
Maintained, updated and taught the use of the Macintosh used for setting news copy, advertisements and accounting, as well as designing in-house promotions



Education:

- 1987 SUNY Oswego
BA Communications
- 1984 SUNY Cobleskill
Business Administration
- 1983 Fulton-Montgomery Community College
Early Admissions Student



Programs: PageMaker • Illustrator • InDesign • Photoshop • Quark • Dreamweaver • Excel • Microsoft Word

Skill Set: Design Capabilities • Fluent Mac User • Team Work • Independent Work • Problem Solving • Troubleshooting • Coordinate Team Efforts
Coordinate Artwork • Manage Multiple Projects • Work Within Deadlines • On and Off Site Approvals