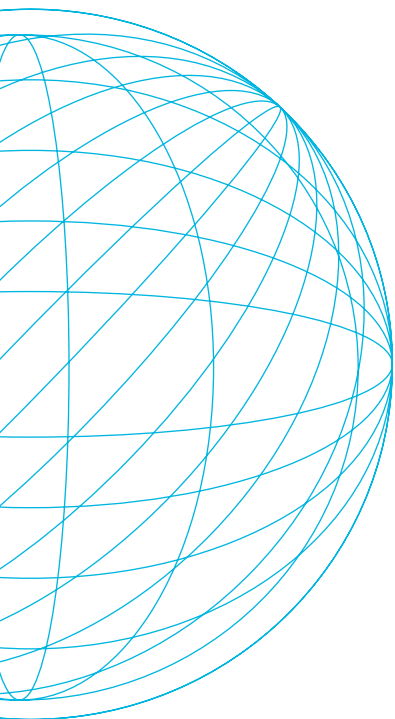


## rona lee

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## professional experience

**Graphic Designer & Photographer** 2000 - 2005  
**Cygnus Business Media - Cygnus Expositions**  
**Penton Media, Inc. - Professional Trade Shows | Fremont, CA**

- Design company wide advertisements for trade publications, web banners, attendee brochures, sales brochures, and show directories.
- Create and designs online broadcast fax and print direct response materials.
- Design and produce in-house exhibition graphics (i.e., entry unit, signage, and directionals.)
- Collaborate with marketing team to plan and design collateral for all events.
- Project leader and designer for trade show websites. proshows.com and totaldesignsolutions.net
- Lead photographer for trade shows.

## photographer freelance experience

2000 - 2008

**Grins2Go** **By Baby**  
**O Yikes!** **Schmidt**  
**Len Conrad Photography** **Sarmiento**  
**Utah Winter Games** **Designed To Treasure**  
**Lifetouch Photography**

- Photograph traditional product shots.
- Create artistic product images.
- Photograph portraits in traditional and photojournalistic style.
- Document corporate functions.
- Capture events in photojournalistic style.
- Production of all portraits and events.
- Digital enhancements.

## graphic & web designer freelance experience

2000 - 2008

**Apple Computer Inc.** **Baby Mind Store**  
**Cisco Systems** **Primo Photography**  
**Splash! Events** **Incite**  
**O Yikes!** **Cher's Restaurant**  
**IntelaSight Inc.** **Restaurant Design Upholstery**  
**AEST Inc.** **D'luzen**

- Design company wide advertisement for various medias.
- Design company logo.
- Create brand campaign materials.
- Design company website.
- Collaborate with marketing to design print materials.
- Create and produce screen printing graphics.
- Design and produce exhibition graphics for tradeshow.

## skills

### digital imaging | mac and pc software

- Adobe: Photoshop CS2, Illustrator CS2, InDesign CS2, PageMaker 6.5 & Acrobat 8.0
- Express Digital: Darkroom
- Quark: QuarkXpress 4.0
- Meta Creations Painter 5.5

### web design

- HyperText Markup Language (HTML)
- Adobe ImageReady CS

### photography

- Traditional Photography: 35mm, studio strobe lighting and outdoor lighting
- Digital Photography
- Alternative Photography: Cyanotype, LiquidLight, Van Dyke, Pinhole, Kodalith, Silkscreen & Gumprinting
- Color Photography: Cibachrome & C-Type Print

## education

**BFA in Digital Imaging and Photography | University of Utah | Salt Lake City, UT**

## exhibitions

**Utah Art Council Digital Imaging Exhibition | Traveling Exhibition, UT** 2000  
**Alternative Photography Exhibition | Union Gallery, Salt Lake City, UT** 2000  
**Silkscreen Exhibition | Gittins Gallery, Salt Lake City, UT** 1999