



PERSON SUMMARY

Highly skilled graphic designer for food businesses with skills from branding, art creation and direction, styling, and photography. Enjoys working with brands and entrepreneurs for a full spectrum of projects from highly detailed work for advertising and editorial projects to effective ecommerce projects.

BRIEF PROFESSIONAL EXPERIENCE

Present-2016

- **FREELANCE BRANDING & GRAPHIC DESIGNER** *JudyDoherty.Design, Castro Valley, CA*
 - Signs for multiple restaurants for windows, walls, and inside menu panels: logo, branding, layout, photos working for Forest Design as well as for restaurant and chain operators
 - Designed web and print catalog for Wildflour Bakery in Los Angeles, CA
 - Designed Eat From the Rainbow layout for the University of Arizona SNAPED program in cafeterias for over 50 schools: Eat from the Rainbow logo, branding, banners, clings, floor decals, prizes, posters, social media banners

Present-1996

- **GRAPHIC DESIGNER** *Food and Health Communications, Inc. B2B Publisher, Castro Valley, CA*
 - Designed 900+ nutrition education SKUs featuring 2 registered trademarks
 - Designed Shopify and Amazon sales platforms, doubling gross sales and earning 5 Star Rating from Shopper Approved
 - Responsible for organic content and 100% of demand generation marketing and life cycle marketing with a 95% return on investment for all marketing and social media platforms

Present-2015

- **ADVERTISING PHOTOGRAPHER** *JudyDohertyPhotography.com, Castro Valley, CA*
 - Working for corporate clients including Swander Pace Capital, Partner's Crackers, Hilton, to offer website, social media, and advertising photographs and motion videos
 - Projects for advertising agencies including Sysco and Forest Design for iPad photos, television videos, menus, print and digital advertising, signs, and social media
 - Listed on At-Edge.com, Workbook.com, and Found Artists as top advertising photographer
 - Delivered over 15,000 photos for Fortune 1000 business under NDA over one year

BOOK EDUCATION

- **CULINARY ART & FOODSERVICE MANAGEMENT, BS**
Johnson and Wales University, Providence, RI
Graduated 2015 Summa Cum Laude, GPA **3.95**; emphasis on writing, communication, marketing, and business development.
- **FOOD BUSINESS, MPS**
Culinary Institute of America, Hyde Park, NY
Hybrid program studying sustainability, branding, and food business with an emphasis on food products, graduating

SKILLS

Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe After Effects	● ● ● ● ●
Capture One	● ● ● ● ●
Final Cut Pro	● ● ● ● ●
Google Analytics	● ● ● ● ●
Google Adwords	● ● ● ● ●
Facebook Ads	● ● ● ● ●
Amazon, Shopify	● ● ● ● ●
Email and CRM	● ● ● ● ●

FLAG CERTIFICATES

University of California Berkeley Extension
Post Baccalaureate Visual Art Certificate, 2016
Professional Program in Graphic Design, 2020