



SALLY STRAND : IMAGE ARCHITECT

Web Design + Print Design + Years of Communication Experience = Image Architect

My foundation as production artist, illustrator, art director, project planner, and presenter greatly influences my passion to create design that applies the best solutions and smartest resources to fit the unique picture of a project or brand.

W E B

From small sites with major impact, to a monster site with complex functionality — my design evolves not only through the visuals — but from a solid grasp on information architecture.

P R I N T

Creating compelling images with logo, illustration and collateral design, through all aspects of production, whether I'm producing it myself, or guiding others.

It all comes together in a well organized package,
exceeding your expectations.

My best resume is my work, samples are available online at
www.imagitect.com

SOFTWARE:

Illustrator
Photoshop
ImageReady
InDesign
Quark
Dreamweaver
GoLive
CSS
HTML
Flash
MS Office





FOUNDATION

1999 - now **Design Consultant**

I mix quality design, illustration and production, with strategic and production planning — adding talented and knowledgeable collaborators as required — to create exceptional projects in both print and web.

Highlights:

Mott Community College . *Web Design/Project Management Consultant*

A complete site renovation that encompassed: design, architecture, content development and management, database planning and design.

A case study of this project is available online.

Shanghai, China

My family and I relocated to China in 2006 during which time I volunteered my skills for a real shot of diversity that will always effect my work.

1991 - 99 **Farner Strand Design** . *Owner/Designer*

A new baby, a new Mac — and the NEW World Wide Web — mix this with many of the same challenging clients offering them ever-expanding avenues of branding.

1983 – 91 **Fine Line Design** . *Owner/Designer*

Full customized POP, newspaper ads and tabloids for over 25 malls.

My creative direction, design, proposals, client presentation, and unique co-op program, propelled many of these malls to have the highest visual recognition of any in the country.

My early on-the-job-training began when an art director/owner liked the way I drew hair. I then took on the most challenging projects, and learning everything I could from them. I also developed great client relationships — some that have remained with me for years!

Other:

*Over 60 awards in the Advertising & Public Relations field
Dale Carnegie Human Relations Award*