



YVETTE YOCKLIN

TAMPA, FLORIDA

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WORK SUMMARY: Art Director and Graphic Designer with 30 years of experience in print, web, and multimedia, specializing in advertising, branding, and marketing. Expert in all Adobe Creative Cloud applications and skilled in concept development through to production in fast-paced environments.

Experienced photographer, videographer, and video editor with a strong understanding of visual storytelling across digital and traditional media. Highly collaborative and team-oriented, with a leadership philosophy focused on teaching, mentoring, and helping others reach their full potential. Passionate about creating impactful, audience-driven designs that connect clients with their target markets through every available platform—local, national, and global.

SPECIALTIES: Layout & Design, Branding, Web & Graphic Design, Camera & Drone Videographer, Photographer, Art Director, Film Director & Editor, Illustrator, Muralist and Event Planner.

APPLICATIONS: Adobe Suite CC: InDesign, Illustrator, Photoshop, Sony Vegas Pro, Adobe Premiere Pro, After Effects and Acrobat

LANGUAGES: English and Spanish

EDUCATION: Tampa College: AS, Commercial Art and Science 1993 – 1995

CREDIT COURSES: School of Visual Arts: Figure drawing and animation 1989

WORK HISTORY



Art Director/Graphic Designer

Devine Communications May 2009 - February 2025

Responsibilities included:

- Maintained a cohesive brand identity by measure of creative layout & design materials for Hungry Howie's Pizza & Subs, Jules Car Wash, Bubba Ques and Kazbor Grill restaurants.
- Provided graphics and artwork for print, digital, social, web and other advertising materials in a high pace quick turnaround deadline environment.
- Worked extensively with commercial printers and material suppliers providing all formats necessary to meet deadlines and keep all promotional schedules.
- Translate copy into Spanish as needed. Other languages such as Ukrainian and Russian using Ai.
- Designed, implemented, and maintained Jules Car Wash website.
- Created an extensive library of Hungry Howie's Caricatures
- Hand painted Hungry Howie signage and promotional murals
- Provided Food Photography for our restaurant
- Provided Promotional Video for Digital Media plus Live Streaming events
- Maintained production schedules and budgeting
- Assembled and directed a crew of 3 or more during shoots and special events.
- Introduced and headed the transition of the Art Department from Quattr to CS4 Adobe InDesign and provided training support for the staff.
- Photographer & Director of Hungry Howie's specialty food items for specific Hungry Howie's menus and/or promotional materials, such as pizzas, breads, wings, sauces, Pepsi products and more.

PORTFOLIO



website



Senior Graphic Designer / Art Director

Off Site Valpak of Tampa Bay Jun 2006 - Dec 2008

An affiliate of Cox Enterprises, Valpak is the national leader in cooperative direct mail advertising. Graphic Designer, Consulting and Art Direction for Valpak of Tampa Bay, Houston & other franchise offices.

Responsibilities included:

- Ad Concept Development for Valpak/Cox companies and B2B promotional materials
- Layout and Design
- Provide reinventions of branding identity of both client and parent companies
- Maintained a protocol of filing assets per client and parent companies
- Adhered to project deadlines
- Collect or package all necessary files, fonts and/or art per client and printers specs
- Deadlines met 100%
- Developed procedures to streamline office efficiencies for staff and sales force by 50%
- Attend weekly in-house brainstorming meetings
- Develop team building holidays and outings event
- Researched, refreshed and renewed current tech and new techniques to maintain our creative services depart motivated and engaged, in order to bring out the best of our team ideas and innovations.

Graphic Designer (In-house Ad Agency)

Valpak HQ/Cox Target Media, Inc. Sept. 1998 - Jun. 2006

Developed creative proof materials for National Sales Executive Associates, concept designer for Cox Target Media annual destination convention, media, trade show displays and special events materials. Participated in weekly creative meeting and encouraged new app training when possible or applicable.

Responsibilities included:

- Concept and creative development
- Layout and design for various products print and digital: brochures, magazine ads, media kits, banners, posters and website assets
- Logo Development and Design
- Develop media packages for targeted clients such as Cingular (Now part of AT&T), CBS, Wal-Mart, TNT, Disney, NASCAR
- 24 hour turnaround of first set of concept proofs
- Finalized projects for print ready production
- Photography Director and stager of photo shoots which included: Wardrobe and Fitting, Makeup and Hair for in-house photo stock

Graphic Art Designer (Floor)

Valpak HQ/Cox Target Media, Inc..Sep 1997 - Jun 1998

Responsibilities included:

- Quarkx, Adobe Photoshop and Illustrator
- Created or reproduce line art and logos for customers as needed
- Scan photography and clean up, touch up and color correcting as needed

Graphic Layout Designer

Valpak HQ/Cox Target Media, Inc..Sep 1995 - Jun 1997

Responsibilities included:

- Layout and Design
- Reviewed all client provided ad content, art and promotional offers
- Adhered to all major branding guidelines and restrictions as indicated by client spec branding books
- Alert franchise franchisees of any request that fell outside of branding guidelines or promotional material
- Advise and/or reject any ad submitted that would not meet deadlines allowed by our printers or bulk mail
- Supplied all work to proofreads for inspection and revisions
- Maintained a daily count of 17 to 22 ads per day (3 panel menus or Chinese menus excluded)
- 100% print deadlines must met