

# CHERYL RUTHERFORD

résumé

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Socially conscious web, multimedia & graphic designer with heart. Creative, versatile and curious. Over 10 years of experience in the web and graphic design industry working with small and large businesses and nonprofits. Proven social media knowledge, fundraising experience and a portfolio of varied freelance and pro-bono work.

I value harmony, integrity and doing purposeful work.

## Qualifications

Certificate in Media Arts Core Studies.  
University courses include art and design.

Over 10 years of professional experience  
in the web and graphic design industry.

Proficient in Adobe Illustrator, Photoshop,  
InDesign (Adobe Creative Suite).

Outstanding interpersonal, organizational  
and teamwork skills.

Creative, strategic and proactive towards  
meeting deadlines and multi-tasking.

A fun, informative and engaging writer and  
communicator on social media platforms.

- Very experienced with designing multiple types of marketing collateral (including websites, posters, invitations, brochures, signage, CDs, sponsor boards, ads, flyers)
- Organized and designed all print and digital materials for "A Fundraiser for Parrots" including posters, invitations, displays and branding
- Edited press releases and distributed to media outlets, published on the front page of local newspaper and mentioned on a local radio show
- Responsible for front-end design of corporate, small business and nonprofit websites and related social media channels
- Able to communicate goals and concepts to others, flexible and empathetic interpersonal skills
- Enjoy finding the best solution to a problem/challenge, with excellent time and project management skills
- Demonstrated ability to work on multiple projects at once: able to prioritize as client requests come in
- Inherent appreciation for diversity: managed online communities with members from diverse backgrounds and experiences

## Engaged & Curious

### EDUCATION

**Ryerson University's G. Raymond Chang School  
of Continuing Education**

Introduction to Fundraising Management

**Centre for Digital Imaging and Sound**

Certificate in Media Arts Core Studies

**University of Alberta**

Bachelor of Science in Human Ecology

### SOFTWARE & SOCIAL MEDIA

**Advanced:** Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign), HTML, CSS, CMS, SEO

**Familiarity:** Javascript, jQuery, Premiere, Adobe After Effects, Flash, Sound Forge, Microsoft Office

**Social Media:** WordPress, Weebly, Twitter, Facebook, YouTube, LinkedIn, Flickr, Tumblr, Pinterest, Vertical Response, Your Mailing List Provider



## Recent Experience

### Marketing Coordinator

Scott Torrance Landscape Architect Inc., Toronto, ON  
(2014–2015)

- Sourced and prepared responses to RFPs and RFQs; coordinated, wrote and designed proposals; assisted with marketing strategy and reports; maintained website and blog.

### Front-end Web Designer

Webwerkz, Vancouver, BC (2008–2013)

- Designed websites, e-newsletters, client logos, utilized user interface principles, built and maintained client relationships, collaborated with Programming department and sales team, e-mail marketing, social media, Facebook app creation.

### Senior Designer

BB Com, Vancouver, BC (2007–2008)

- Designed websites, sub-pages, e-newsletters, icons (projects include General Motors Place (now Rogers Place) and Set The Pace, a private site for the Vancouver Canucks).

### Designer & Typographer

The Write Place, Vancouver, BC (2005–2007)

- Designed custom layouts for wedding and party invitations.

### Graphic Designer

Restaurant Office Intelligence Inc., Burnaby, BC (2004–2006)

- Created all brand identity items for the company's various businesses: ROI, Steveston Seafood House, Monte Carlo's (ads, business cards, letterheads etc).
- Designed the menu for the Monte Carlo's and Steveston Seafood House restaurants in order to increase sales of specific food items.
- Filmed, edited and designed the DVD, "Creating the Perfect Menu = Greater Profitability".

### Web Designer

Acme Rubber Stamps (2000–Present)

- Independent contract designer for the B2C e-commerce art stamp web site. Create all site graphics, layout, site navigational structure, and determine the site's look.
- Implemented a shopping cart that utilizes an online cart application.
- Responsible for project management of site development, updating and maintenance as well as ongoing site enhancements and change requests.

### Volunteer Director

Parrot Resource Centre (2012–present)

- Provides education to the public regarding companion parrot care.
- Regularly updates website using the Content Management System (CMS); responsible for Facebook page administration and the design of educational materials (print and web).
- Collaboratively organizes online auctions, special events and digital giving campaigns.
- Planned and executed a high profile event which attracted local media attention and raised over \$10,000.

### Volunteer Fundraiser

"Crazy Bird Ladies" Crowdfunding Program (2012–present)

- Manages fundraising initiatives including online auctions, raffles and direct calls-to-action to raise funding for veterinary services and/or financial aid for agencies and individuals with birds in crisis.
- Solicits monetary donations from members and former recipients.
- Raises awareness of the organization's work, goals, financial needs.
- Develops strategies to encourage new or increased contributions; updates databases and tracks donations.
- Plans and executes online auctions supported by 50+ sponsors and 300 items to raise \$14,000 annually.
- Manages relationships effectively to maintain a core group of 30 annual sponsors and 600+ members.
- Follows a transparent model to distribute funds responsibly.
- Conducts intake interviews with individuals/agency representatives using probing questions, active listening skills and reference checks to verify eligibility for funding.

### Volunteer Designer

Echo Bonaire Conservation Centre (2010–present)

- Pro-bono graphic design services for a recognized not-for-profit Conservation Centre: developed official logo and "Happy Parrot" illustration; designed signage using Adobe Illustrator CS3 and designed and produced eco-friendly sustainable T-shirts.

### Volunteer Webmaster | Fundraiser

World Parrot Refuge (2008–2013)

- Developed and submitted a fundraising proposal for the \$1 Million Pepsi Refresh Campaign to obtain funding for Refuge Food Supplies; placed 3rd in \$25,000 category.
- Solicited support from animal welfare groups, environmentalists and individuals.
- Initiated a "Donation Can" program via the support of veterinary clinics and pet stores in BC's Lower Mainland and Vancouver Island.
- Raised \$3000+ through an online raffle.
- Used photography, videos and social media tools (Twitter, Facebook, YouTube) to grow a thriving and supportive community.
- Developed and distributed a monthly e-mail newsletter (using Vertical Response application); updated WordPress website.



## Complimentary Quotes

Webwerkz has over 100 customer sites and Cheryl was responsible for the design aspect on a large number of those as well as ongoing customization and changes initiated internally and by our customers...we are sad to lose Cheryl. Her talent and willingness to take on new projects contributed greatly to the success of our company.

Al Kilburn, Webwerkz

I think it is far superior to what I have now and you are a genius.

*In response to the new Steveston Seafood House menu.*

Chris Wadham  
ROI Inc

You were an absolute pleasure to work with and your style and professionalism is unparalleled.

Lisa Sauer  
NuNuBoo Photography

Cheryl is one of those individuals who develops a talent for things she likes doing very quickly and is fully committed. This she proved by becoming one of our most influential directors. Cheryl's biggest assets are her passion and professional experience.

Gloria Fantin, Parrot Resource Centre

I cannot say enough good things about Cheryl Rutherford. She is a wonderful friend, dedicated to all animals and one of the most compassionate people I have ever met. Cheryl did all the graphics, sold tickets, promoted the event and made it the success that it was. We raised over \$3000 for the facility. Whenever I asked her to do something to help...Cheryl was there to help in whatever way she could. She is a genius at designing pages that catch the eye.

Bev Penny, Crazy Bird Ladies

I hope you already know how I've appreciated working with you... and I'm looking forward to doing lots more together. Having the business has brought me into contact with many wonderful people, and you are right at the top of that list. It's a real treat to know you, ma'am! I mean that.

Jackie Wamhoff  
Acme Rubber Stamps

### And...

I am a published photographer, enjoy documentary films and illustration. I embrace new technologies and adventures. I also like birds.

