



The Digital Portfolio

Heidi Ruff

Designer / Illustrator



Job Objective

I want to obtain a position where I will utilize my communication skills to effectively create graphic solutions to meet the needs of clients.

Education

Central Washington University:
Bachelor of Fine Arts in Graphic Design
Bachelor of Arts in English: Writing Specialization

Columbia Basin College:
Internet Specialist - *in progress*.

Experience

Signs Now:

At Signs Now, my duties included sign making, design, and customer relations. Other tasks sometimes included invoicing, installation, and equipment maintenance.

Sara Nelson Design:

I have completed an internship at Sara Nelson Design in downtown Kennewick. I created logos, signage, labels, event materials, and custom illustrations. Some of our clients included Breshears Professional Photography, Good Shepherd Healthcare, Kadlec Medical Center, Northwest Agri Products, and the Pasco Chamber of Commerce. Other duties included reception of clients in person or by phone during employer's absence, sending out for quotes, choosing project materials, and ordering materials.

Honors and Awards:

2010 Yakima Advertising Federation Chinook Awards:

My design piece, "An Evening in Marrakech," won a Silver Addy.

2010 USBC Youth State Tournament:

My t-shirt design for the USBC Youth State Tournament was chosen to be printed and sold.

2008-2009 Manastash Literary Journal:

I have taken one quarter of content editing and two quarters of publication design. I won the publication design contest judged by English department faculty for the 2008 and 2009 issues. My responsibilities included solicitation of artwork and coordinating promotional efforts between the English and Art departments. I was also responsible for final editing checks beyond classroom duties.

2009 YouSummer T-shirt Design Contest:

In the YouSummer t-shirt design contest for 2009, I won third place. All Central Washington University students were invited to enter and vote for the winning entries. The top three shirts chosen were printed and sold for that year's summer session.

2009 6th Annual Juried Student Art Exhibit:

In May, 2009, my bookbinding and printmaking project, "The Dreaming," won the high honor of the Ellensburg Arts Commission Award at the student art exhibit.

2008 Lion Rock Teen Writers Weekend:

For a summer writing program, I was asked by Central Washington University's English department to create a logo. The logo was applied to t-shirts, flyers, and as a website graphic.

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Noteworthy Skills

IT:

I have experience working as a PC tech in a professional setting, repairing, building, and maintaining systems. I worked closely with clients to troubleshoot problems and to correct them as necessary. I have also had exposure to programming languages where I created simple programs in both Java and VB.net. I am currently attending school to learn web programming.

Software:

I am proficient in Adobe Illustrator, Photoshop, InDesign, and Dreamweaver. Currently I am learning Flash, but I have some experience manipulating Actionscript and making simple animations. I am also familiar with Microsoft Office including Word, Powerpoint, and Excel. I am always open and quick to learn new applications to suit the needs of clients or employers.

Art & Illustration:

In my free time, I take on odd jobs as a freelance designer creating custom printed materials for family, friends, and referred clients. One of my most invaluable strengths is my ability to illustrate both with computer-aided tools and traditional media. I also have an interest in entering art shows. My favorite media include paper crafting, drawing, collage, watercolor and acrylic painting, printmaking, and bookbinding. I especially enjoy mixed media.

References

Sara Nelson Design:

Sara Nelson - sara@saranelsondesign.com - (509) 545-4584

Central Washington University:

Patrick Deffenbaugh - (206) 300-8051



Pasco Chamber of Commerce: 2009 Sunshine Ball Invite

For my internship at Sara Nelson Design, I designed a set of printed materials for the Pasco Chamber of Commerce 2009 Sunshine Ball. The set included an invitation, tickets, a newsletter ad, and a sponsorship flyer. The theme was "An Evening in Marrakech." I used imagery of wax lanterns, coins, and drapery to fit the Moroccan motif. Of particular interest are the tickets which were custom struck coins with individual numbers that attached to a card. At entry, the card is entered into a raffle while the attendee keeps the coin not only to remember their number but also to keep as a souvenir. This piece won a Silver Addy in the 2010 Yakima Advertising Federation Chinook Awards.

Diamond - Presenting Sponsor - \$4,500

- Sponsor logo on the front of the program
- One Jeroboam of wine with sponsor's logo engraved on the bottle
- Souvenir wine glasses on all tables with sponsor's logo and Chamber logo
- Two tickets to the 2009 Sunshine Ball at the Presenting Sponsor VIP Table
- Free advertising insert in the Chamber newsletter for one month
- One group photo by Essence Photography at the event
- Sponsor information on the display board at the entry to the event
- Sponsor information on the Chamber website
- Sponsor listed as a sponsor in the October Chamber newsletter
- Recognized from the podium during the event

Ruby Sponsor - \$2,500

- Sponsor logo inside the program
- One Magnum bottle of wine with sponsor's logo
- 75 specialty chocolates with sponsor's name on them (These will be inside the souvenir wine glasses on the tables)
- One group photo by Essence Photography at the event
- Free advertising insert in the Chamber newsletter for one month
- Sponsor information on the display board at the entry to the event
- Sponsor listed as a sponsor in the October Chamber newsletter
- Sponsor information on the Chamber website
- Recognized from the podium during the event

Sapphire Sponsor - \$1,000

- Sponsor logo inside the program
- Sponsor information on the Chamber website
- One bottle of wine with sponsor's logo
- Free advertising insert in Chamber newsletter for one month
- Sponsor information on the display board at entry to the event
- Sponsor listed as a sponsor in the October Chamber newsletter
- Recognized from the podium during the event

Emerald Sponsor - \$500

- Free advertising insert in Chamber newsletter for one month
- Sponsor logo inside the program
- Listed as a sponsor in the display board at the entry to the event
- Listed as a sponsor on Chamber website
- Listed as a sponsor in the October Chamber newsletter
- Recognized from the podium during the event

Pearl Sponsor - \$250

- Listed as a sponsor inside the program
- Listed as a sponsor on the display board at the entry to the event
- Sponsor listed as a sponsor in the October Chamber newsletter
- Listed as a sponsor on the Chamber website

Amethyst Sponsor - \$75

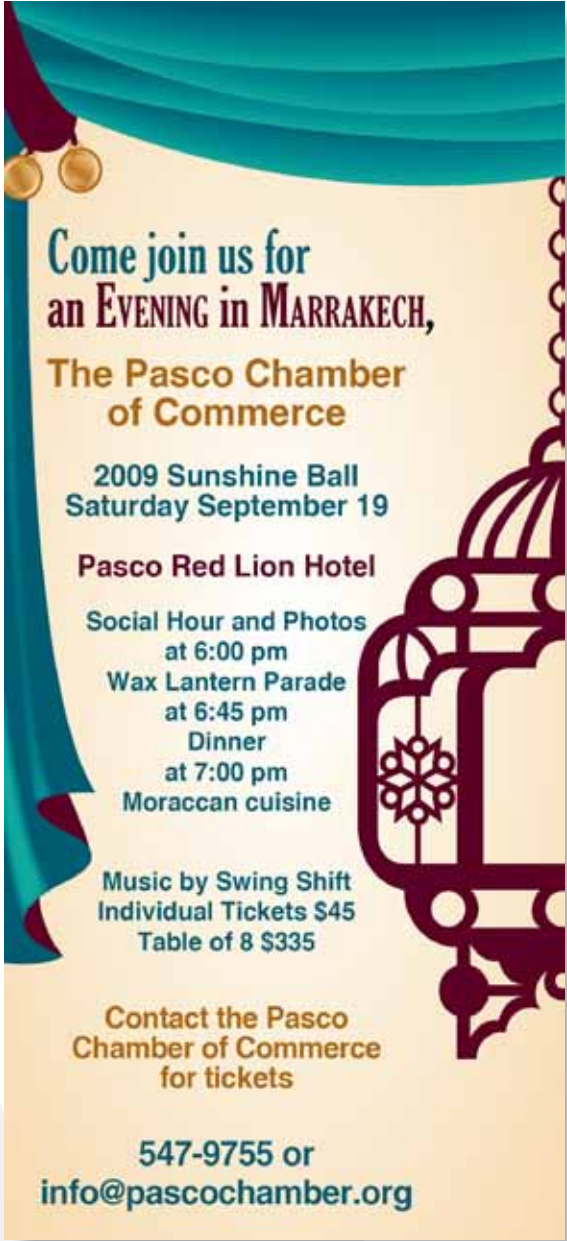
- Listed as a sponsor inside the program
- Listed as a sponsor on the display board at the entry to the event

an EVENING in MARRAKECH

**2009 Sunshine Ball
September 19th**

Also available are entertainment sponsors, wine sponsors, and table sponsors
Call (509) 547-9755 for more information

Pasco Chamber of Commerce: 2009 Sunshine Ball Flyer



**Come join us for
an EVENING in MARRAKECH,**
**The Pasco Chamber
of Commerce**

**2009 Sunshine Ball
Saturday September 19**

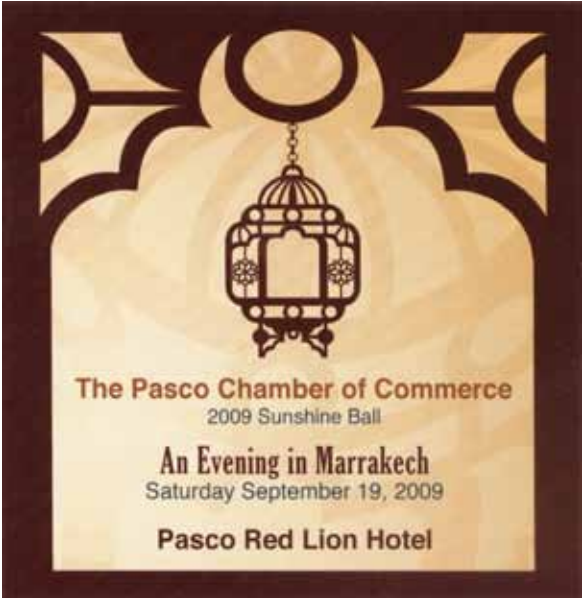
Pasco Red Lion Hotel

Social Hour and Photos
at 6:00 pm
Wax Lantern Parade
at 6:45 pm
Dinner
at 7:00 pm
Moroccan cuisine

Music by Swing Shift
Individual Tickets \$45
Table of 8 \$335

Contact the Pasco
Chamber of Commerce
for tickets

**547-9755 or
info@pascochamber.org**



The Pasco Chamber of Commerce
2009 Sunshine Ball

An Evening in Marrakech
Saturday September 19, 2009

Pasco Red Lion Hotel



**LUCKY
FLOWERS**

Bring your coin
to Lucky Flowers
for \$5 off your Thanksgiving
or Christmas Arrangement

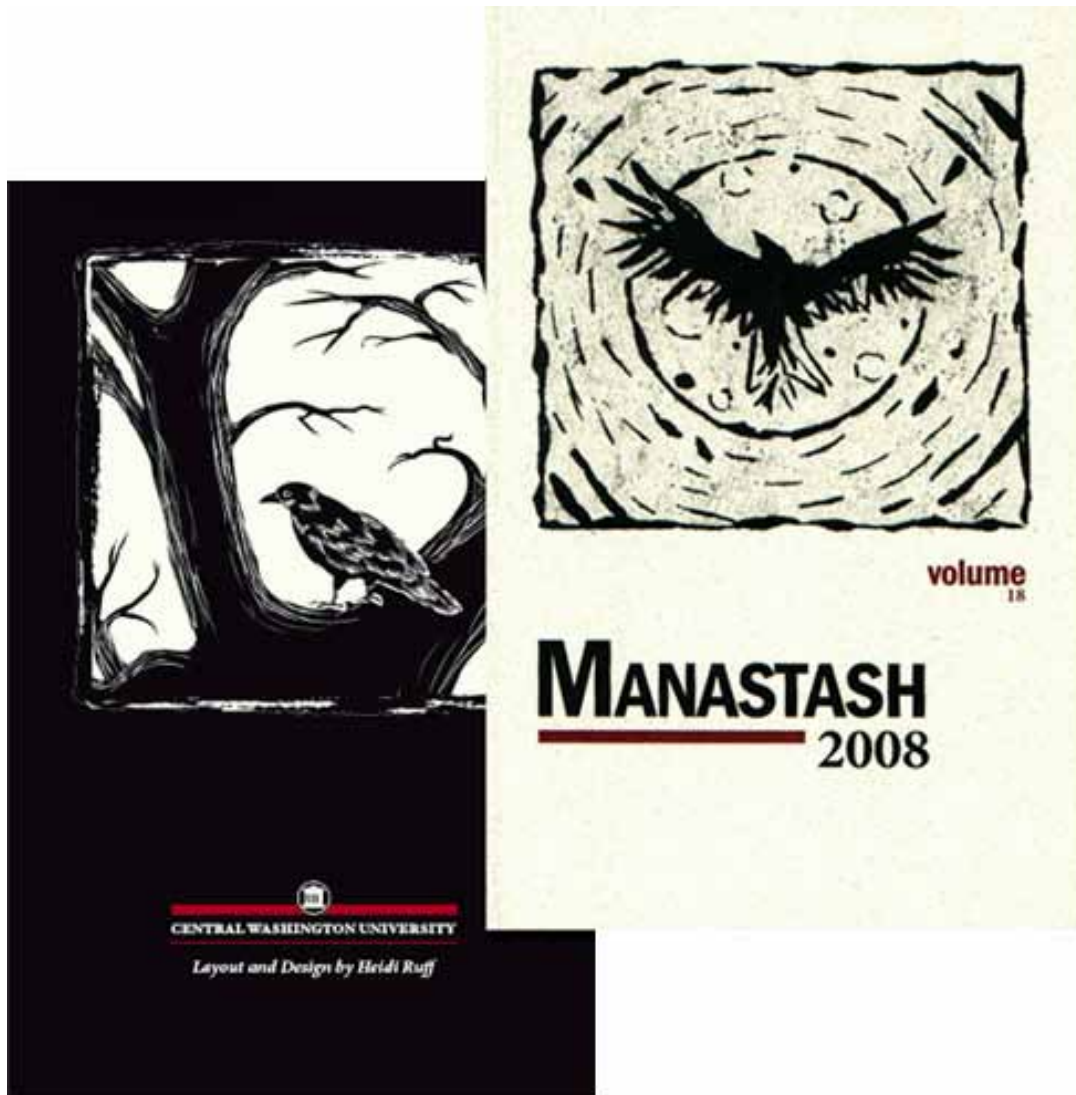


Pasco Chamber of Commerce: 2009 Sunshine Ball Ad & Ticket



Central Washington University: YouSummer T-shirt

During my stay at Central, there was a t-shirt design contest for summer session. All students were invited to enter. I entered four designs, two of which made it to the final ten. The design featured above won third place by student vote. The logo is the work of one of my classmates and was required for the design as was the program's web address. I chose natural imagery because much of Central's appeal for its summer program involves outdoor activities. Full color designs were encouraged, but the budget later only allowed for three.



Central Washington University: 2008 Manastash Literary Journal Covers

The Manastash is Central's student literary journal run by students in conjunction with the English Department. The Manastash consists of two classes. The first class reviews all submitted writings and chooses which ones will be printed and in what order. The second class designs the publication and decides on what artwork to include. I produced two images which were used for the front and back covers, the use of which was decided by the class through a vote.

The budget called for no colors, only black and white. With some persuasion, I managed to get our school's crimson on the covers. Paper choices were limited, but the speckled texture was a nice contrast to the clean vector graphics and a complement to my rough artwork. Pages had to be in multiples of 16, which is no small feat considering the record number of submissions approved for publication. With 64 pages, everything barely fit.

Each student creates a layout, but the English department faculty chose my layout to be published. I attended and read at the reading which was held to commemorate the release.

Baptism and Blasphemy
Amanda Ross

No Saints came marching in, only ranks of water,
wave upon umbly wave with destructive cress.
Deliver us from evil, our nuclear Father.

Innocent men, women, children left behind—tidal fodder—
defend their Parish, homes, magnolias, and all they possessed.
No Saints came marching in, only ranks of water.

Surrounded by a toxic sea, lies they cannot swallow:
The besieged city on CNN gained one nation's interest.
Deliver us from evil, our nuclear Father.

Tempers flare as temperatures grow even hotter.
The August stench of decay, no help is Congressed.
No Saints came marching in, only ranks of water.

The Big Easy is now a collective martyr.
Floating bloated bodies are finally laid to rest.
Deliver us from evil, our nuclear Father.

No homes for evacuees, lost sons and lost daughters,
insurance claims and letters left unaddressed.
No Saints came marching in, only ranks of water.
Deliver us from evil, our nuclear Father.

Ants Among Ants
Ryan Gorcoster

The day before I turned a dozer
And gained responsibility and wisdom,
I was given a mission by my ill mom
To fetch a loaf of Edward's best.

I took a seat in the street
And found a little hole in concrete.
Someone else's city.
With segmented bodies and antennae.

My hand found a rock,
The same brick they used for their tiny homes.
And I held it high in the sunlight
And felt a little like God.

It came crashing down,
Flattening a baker into the ground.
Taking its place in its own shadow.
Restoring a broken sidewalk to whole.

Then I fell from heaven with surprising force
As a roller skater bumped into me.
The rock fell to the ground one last time,
Far from the little Ant City.

I ran across the street and through a door,
Greeted by a bell and the most wonderful smell.
I emptied my pockets into the baker's hand
And bought my mother some bread.

Again I passed the rock:
A heavily-trodden chunk of sidewalk,
A mass of insect blood and flesh:
Someone else's baker.

Leaving the ant of me beardless,
His sick mother sicker.

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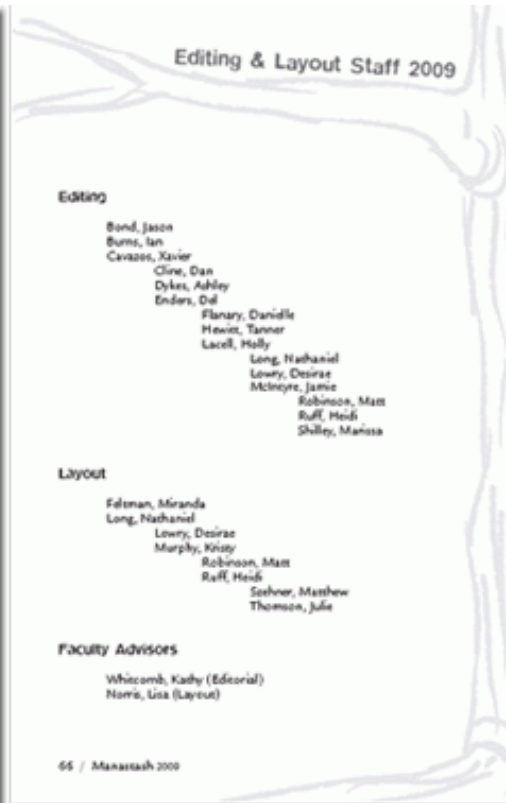
Central Washington University: 2008 Manastash Literary Journal Layout



Central Washington University: 2009 Manastash Literary Journal Covers

Pictured here is the 2009 issue of the Manastash literary journal. Not only did I work on the editing staff which chose the contents of the book, but I also won the layout contest for the second year in a row. I worked with my professor, Lisa Norris, to do the majority of line editing before it headed to the printer. My artwork is also featured on the back cover. I received many compliments from everyone for my design. Some thought the two volumes I designed made the publication look “the best it had in years.”

Based on the chosen artwork, I went with a tree theme. Leaves, branches, and trees are used as design elements to accent the typography. For the type, I chose a rounded font for the headings and contrasted it with a simple serif font for the body copy.





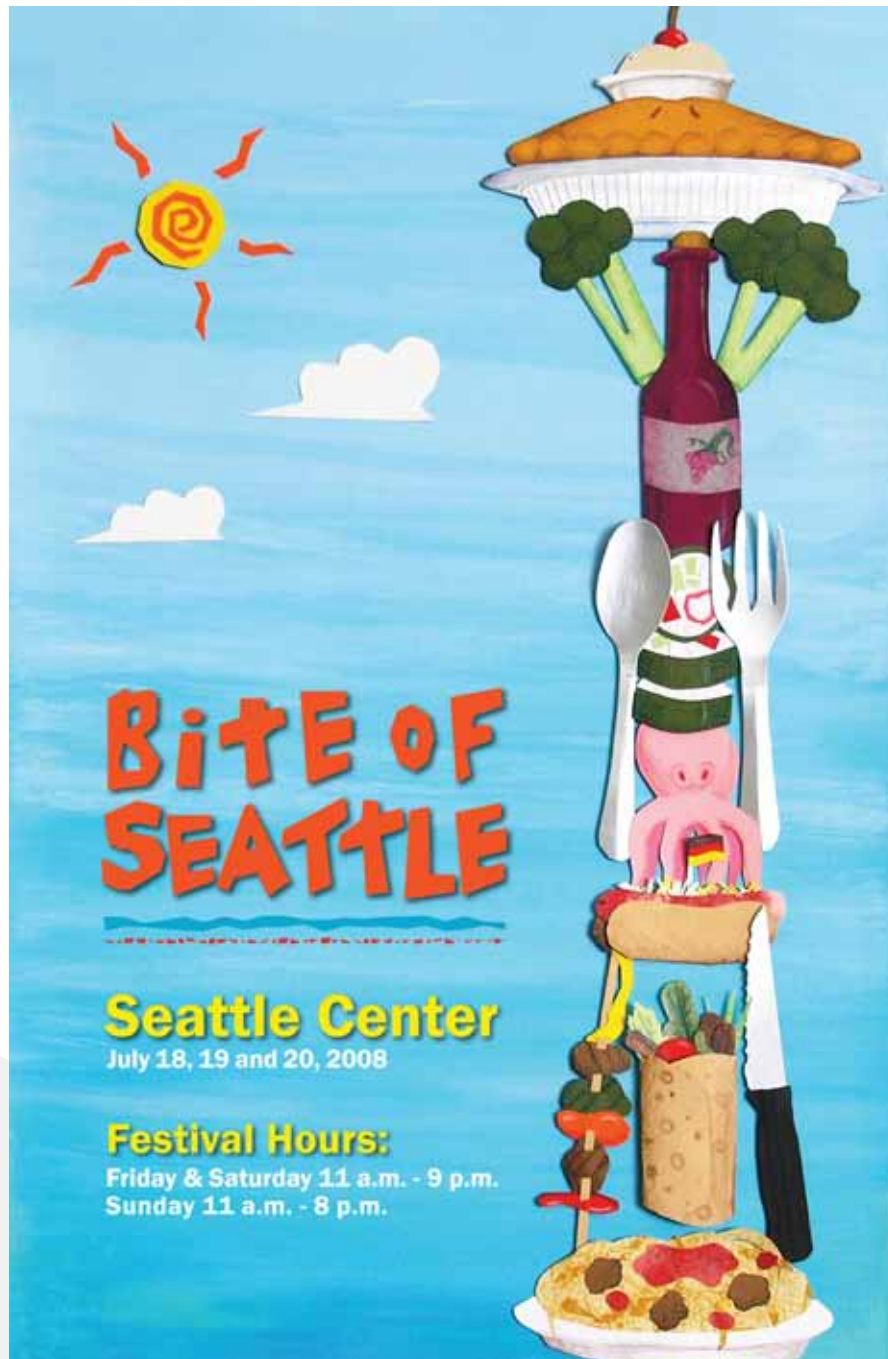
Sweeney Todd Magazine Spread & Illustration

One of my illustration classes required a celebrity caricature which would be accompanied by a magazine article. I chose to do Johnny Depp as Sweeney Todd because my professor claimed that attractive celebrities are more difficult to illustrate as cartoons. For my article, I found a movie review. I chose to use distressed type because elements of the film are horror-oriented.



Life After Oil Magazine Spread & Illustration

As an assignment for my illustration class, we were given a magazine article to illustrate and design the layout. We were given the option to create a 3D illustration. The article is about America's overdependence on oil, and I illustrated this topic by depicting an Uncle Sam figure guzzling and crushing oil drums as one might guzzle and crush soda cans.



Bite of Seattle Festival Poster

One illustration class assignment was to illustrate and design a poster for the Bite of Seattle, an annual food festival which features different kinds of cuisine. I received special permission to illustrate with paper instead of acrylic paint alone. The result is a partly 3D piece with a tower of food in the shape of the Space Needle. The type mimics the paper cut look.



2008 Beijing Olympics Poster

For this project, our class designed posters for the then upcoming Beijing Olympic Games. The Olympic rings were mandatory, but other than that, the assignment was open. I chose to use the image of a Chinese dancing dragon as the Olympic torch.

The Beijing typography was used to tie the poster into existing Olympic branding. The bright hues used draw the eye to the poster from a distance. The stars in the background are a reference to the Chinese flag.



American Red Cross: Website Redesign

Provided with a list of organizations, the goal of this project was to redesign a website. The original Red Cross site at the time excessively used primary colors in large blocks accompanied by an inconsistent icon system, which made the site an obvious choice. I decided to add a little gravity to the site by scaling back the use of color. I kept all the pertinent content and chose to delineate sections with use of color and spacing.

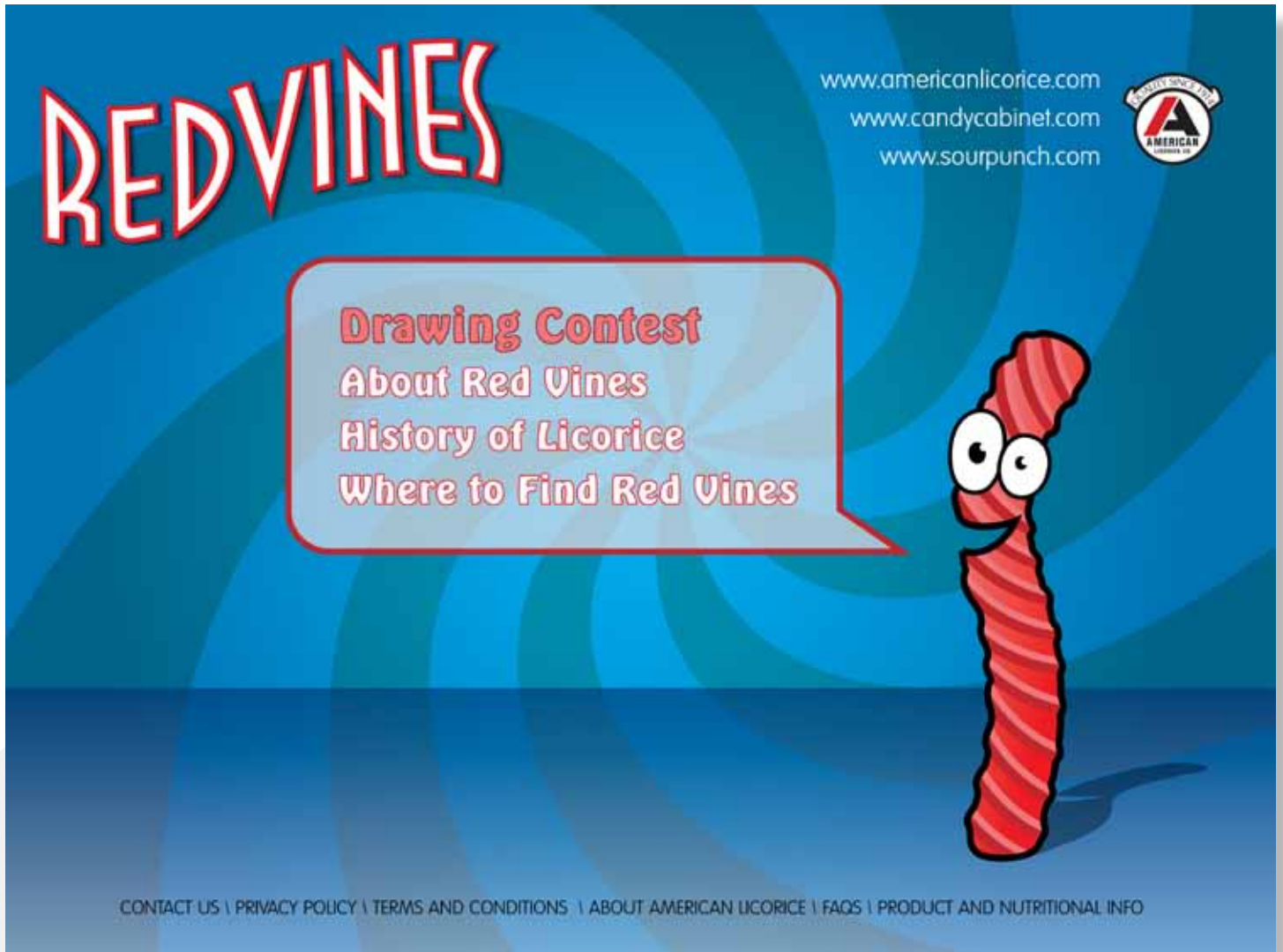


Redvines Logo & Packaging Update: Packages

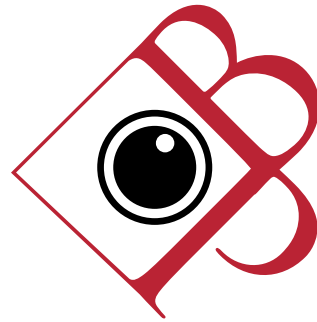
For a class assignment, I redesigned the Red Vines packaging and updated the logo. The assignment required designing three SKU's, a website, and a store display. For my packaging, I put the product in a resealable box to maintain freshness and prevent hardening from exposure to air. I also added a window, bright colors, and fruit graphics to heighten appetite appeal. The illustrations give the package greater appeal to a younger audience while the logo and radial graphic, though slightly modified, reminds long-standing customers that the product remains faithful to its past.



Redvines Logo & Packaging Update: Endcap Display



Redvines Logo & Packaging Update: Website



BRESHEARS

PROFESSIONAL PHOTOGRAPHY

Breshears Professional Photography: Logo & Stationery

At Sara Nelson Design, I worked on the third round of logo options for Breshears Professional Photography. After narrowing the field, Breshears chose the above pictured logo. I also designed three stationery sets with business cards not pictured here.

The typography below was pre-existing when I was assigned the project. I used the same font for the logo for consistency. The logo is reminiscent of a camera.



Purple Peaches: Logo

During my time at Sara Nelson Design, I created the logo for Purple Peaches, a coffee and ice cream shop at 27th and Olympia in Kennewick, WA. The project included utilizing the logo on signage and free beverage cards. I was given the colors purple and peach to work with. Using different styles and typography, I created options for the client. The chosen option pictured above had a roughly sketched, whimsical quality that I felt worked well for the client's lighthearted image.



Purple Peaches: Promotion Cards



Purple Peaches: Signage



Thank you for viewing!