

graphic  
design

sue

armadillo

peppermint armadillo inc.

# introduction

## Hello!

My name is Sue England, I am a print and digital graphic designer with experience working in the Atlanta, GA, Birmingham, AL and Washington, DC markets. I have been a graphic designer for more than 30 years and our business just celebrated 13 successful years of freelance design services.

Within this booklet you will find samples of my design skills and abilities. You will also locate highlights of my professional and academic history (CV) and last, an archive that is a slice of past and present clients to give you an idea of my competence.

It would be my pleasure to expand on any of the information provided, or answer additional questions you may have. I am available by phone (text or voice), email or I am happy to arrange an in-person meeting.

I look forward to hearing from you and exploring possible opportunities to work together.

Sincerely,

**Sue England, *Graphic Designer***

Peppermint Armadillo, Inc.

sue@senglanddesign.com

703-400-9650

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WHO ARE SOME OF MY CLIENTS

# experience

## curriculum vitae

### PEPPERMINT ARMADILLO, INC.

FREELANCE PRINT AND WEB DESIGN - VIRGINIA  
SEE SAMPLES AND PARTIAL CLIENT LIST PROVIDED

### FOOT LEVELERS, INC • ROANOKE, VA GRAPHIC DESIGNER

ALL ASPECTS OF PRINT ADVERTISING, NOT LIMITED TO: POINT OF PURCHASE DISPLAY, EVENT COLLATERAL, BOOTH DESIGN, MARKETING, PRODUCT BRANDING AND WEB DESIGN IN THE FORM OF ENEWS LETTERS AND SPECIALTY PAGES

### PARALYZED VETERANS OF AMERICA

WASHINGTON, DC

WEBMASTER/GRAPHIC DESIGNER

PRIMARY DUTIES: DESIGN, WRITE AND CONTENT MANAGEMENT FOR WWW.PVA.ORG. INCLUDED COMPLETE REDESIGN AND ORGANIZATION. WORK WITH IT DEPT. HIRE VENDORS FOR PROGRAMMING. SECONDARY DUTIES INCLUDE PRINT DESIGN AND PRODUCTION. FROM CONCEPT TO FINISH OF EDITORIAL, EDUCATIONAL PRACTICE GUIDELINES, BROCHURES, PROMOTIONAL ITEMS AND LOGOS AS IT APPLIED PVA'S OBJECTIVES AND BUDGET. ADDITIONAL DUTIES: VIDEO AND PHOTO NEEDS, MAINTAINING SONY DV-VX2000 VIDEO CAMERA AND OLYMPUS DIGITAL STILL CAMERA FOR PVA EVENTS

### IXL-WASHINGTON DC • VIENNA VA

SENIOR DESIGNER

PRINT, WEB AND MULTIMEDIA GRAPHIC DESIGN. BROCHURES, PROMOTIONAL ITEMS, LOGOS, WEBSITES, AND INTERACTIVE CD-ROM AS IT APPLIES TO THE CLIENT'S OBJECTIVES AND BUDGETS. INCLUDES MANAGING PROJECTS, MEETING TIGHT DEADLINES, WORKING WITH PROGRAMMERS, AND ACTIVE PARTICIPATION IN A TEAM ASSEMBLED TO PROGRESS PROJECTS TO COMPLETION

### SCHABLOW/BEAUMONT MARKETING

COMMUNICATIONS • BIRMINGHAM AL

ART DIRECTOR

PRINT, WEB AND MULTIMEDIA GRAPHIC DESIGN AS IT APPLIED TO VARIOUS CLIENTS. FROM CONCEPT TO PRODUCTION OF ADS, BROCHURES, PROMOTIONAL ITEMS, LOGOS, WEBSITES, LEAVE-BEHIND-PIECES, AND MULTIMEDIA PROJECTS. WORKED CLOSELY WITH MULTIMEDIA PROGRAMMERS (MM DIRECTOR) CREATING PROJECTS FROM STORY BOARD AND EXECUTING DESIGN

### LEWIS ADVERTISING • BIRMINGHAM AL

ART DIRECTOR

MARKETING GRAPHIC DESIGN FOR VARIOUS CLIENTS, INCLUDES: ADVERTISEMENTS, BROCHURES, DIGITAL DESIGN FOR WEB AND TV, LOGO DEVELOPMENT, BILLBOARDS, AND LEAVE-BEHIND-PRESENTATIONS

### RHODES FURNITURE • ATLANTA GA

ART DIRECTOR

IN-HOUSE AGENCY CREATING ADS, PROMOTIONAL AND PRINT CAMPAIGNS FOR 75+ FURNITURE RETAIL OUTLETS OPERATING AS RHODES FURNITURE, MARKS FITZGERALD, FOWLER'S AND CROSSROADS

### BLOCKBUSTER ENTERTAINMENT/ SUPERCLUB MUSIC • ATLANTA GA

ART DIRECTOR

IN-HOUSE AGENCY PROMOTING 285 TURTLE'S, RECORD BAR AND TRACKS MUSIC AND MOVIE RETAIL OUTLETS LOCATED THROUGHOUT THE SOUTHEAST. RESPONSIBILITIES INCLUDE CREATING, WRITING AND PRODUCING MONTHLY SALES PUBLICATION, 4C PROCESS, 500 K QTY. DROP SHIPPED DIRECTLY FROM PRINTER TO STORES AND MEDIA. ALSO INCLUDE CREATING PUBLICATION ADS, BILLBOARDS, BROCHURES, POSTERS, INSERTS, DIRECT MAIL, AND OTHER PROJECTS SUCH AS IN-HOUSE PROMOTION, WORKING WITH A POST-PRODUCTION HOUSE FOR :30 AND :60 TV SPOTS AS WELL AS WORKING IN A TEAM ENVIRONMENT

### ATLANTA JOURNAL & CONSTITUTION

ATLANTA GA

DESIGNER/COORDINATOR

IN-HOUSE AGENCY AD DESIGN AND PROMOTIONAL CAMPAIGNS FOR RETAIL CLIENTS AS WELL AS EVENT PROMOTIONS. RESPONSIBILITIES ALSO INCLUDED COORDINATING PROJECT TRAFFIC FOR ENTIRE MARKETING DEPARTMENT

### ANCORA PRODUCTIONS • CORNING NY

JUNIOR DESIGNER

RESPONSIBILITIES INCLUDED DESIGNING ADS, BROCHURES, CORPORATE IDENTITIES AND IN-HOUSE ARTWORK PRIMARILY USED FOR 15-18 SLIDE PROJECTOR PRESENTATIONS. MAIN CLIENT: CORNING GLASSWORKS

### STAPELTON-WELDON STUDIO • ATLANTA GA

INTERN

### EDUCATION:

STATE UNIVERSITY OF NEW YORK AT FREDONIA  
FREDONIA NY  
BA, GRAPHIC DESIGN

MOHAWK VALLEY COMMUNITY COLLEGE

UTICA NY,

AAS, ADVERTISING, DESIGN AND PRODUCTION

### CONTINUING EDUCATION:

MASTER CERTIFICATION: WEB DESIGN  
EEI-COMMUNICATIONS, ALEXANDRIA, VA

MACWORLD EXPO / 4 DAY CONFERENCE

VARIOUS 1-2 HOUR LONG SEMINARS, CONCENTRATING ON MAC-RELATED SOFTWARE

PHOTOSHOP / 2 DAY CLASS

INSTRUCTED BY JACK DAVIS, AUTHOR  
THE PHOTOSHOP WOW BOOK

### AWARDS:

1990 ARTIST OF THE YEAR  
ATLANTA JOURNAL AND CONSTITUTION

2002 EXCELL AWARDS (SNAP)

SILVER AWARD FOR WEBSITE AND ELECTRONIC NEWSLETTER, WEB SITE DESIGN EXCELLENCE  
SOCIETY OF NATIONAL ASSOCIATION PUBLICATIONS

2002 EXEMPLARY SERVICE AWARD

PARALYZED VETERANS OF AMERICA  
(PEER NOMINATED)

### TECHNICAL EXPERIENCE:

MAC-BASED STUDIO INCLUDING:

ADOBE SUITE (PHOTOSHOP, ILLUSTRATOR,  
INDESIGN, AROBAT)

STRONG WORKING KNOWLEDGE OF:

MICROSOFT PRODUCTS

WORDPRESS (WEB BASED SOFTWARE)

QUARKXPRESS (PRINT LAYOUT SOFTWARE)

### ADDITIONAL:

WORK CLOSELY WITH VENDORS SUCH AS PRINTERS,  
WEB AND MULTIMEDIA PROGRAMMERS  
CREATING PROJECTS FROM CONCEPT/STORY  
BOARD TO EXECUTING FINISHED DESIGN

# advertising layout

PRINT PUBLICATION ADVERTISING | LOCAL AND NATIONAL

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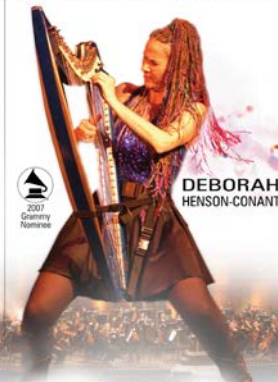
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**For more information please contact:**

Alan Foster: 540-483-4767 • alan@epstv.com  
 Dick Hanratty: 360-373-4856 • dick@epstv.com  
 Dan Everett: 781-646-9828 • dan@epstv.com  
 Lori Sugar: 916-425-1567 • lasugar@att.net  
[www.epstv.com](http://www.epstv.com)

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Henson and Jennifer Henson  
(Henson)

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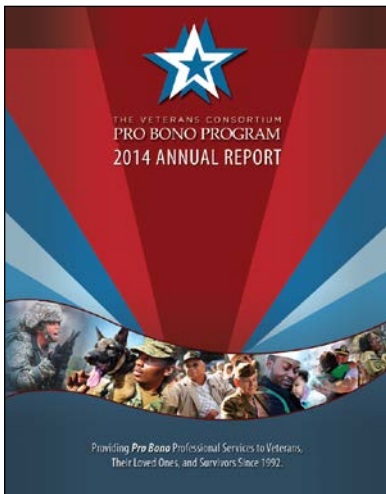
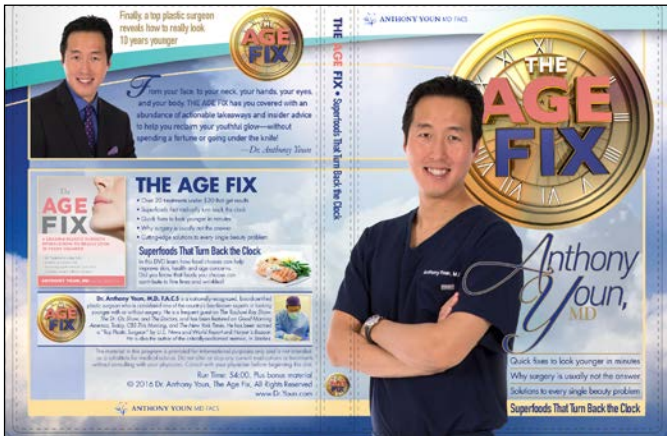
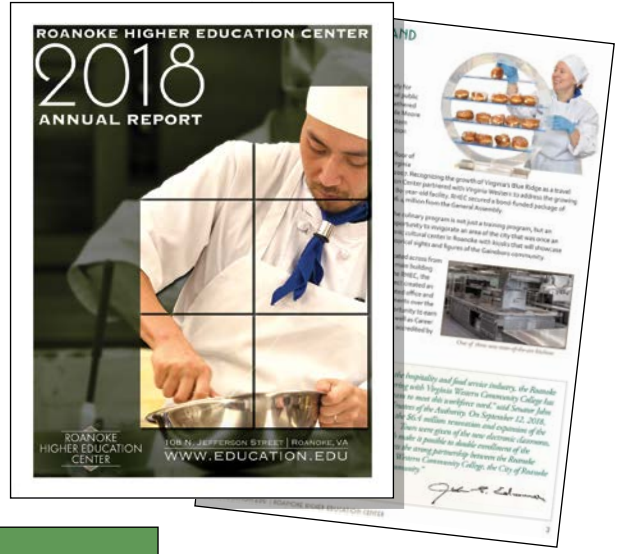
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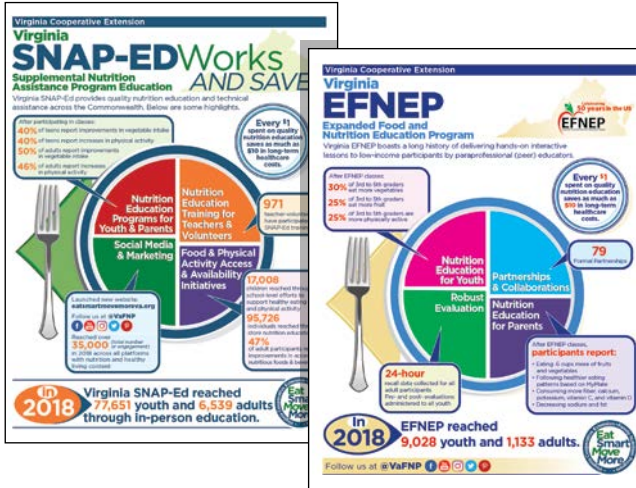
# print design





# educational materials

RESOURCES TO SUPPLEMENT A LESSON — SUPPORT MATERIALS SUCH AS INFOGRAPHICS, WORKSHEETS, INSTRUCTIONAL BOOKS , FLIPCHARTS WITH WORKBOOKS



## LESSON 5: Eat More Fruits and Vegetables

**Eat More Fruits and Vegetables**  
**Eating More Fruits and Vegetables**

What you eat can make a difference in how you feel and how well you work whether you are a child, a young adult, or an older adult.

Vegetables are an important part of a healthy diet. They are packed with nutrients that help your body stay strong and healthy. Eating more vegetables can help you:

- Stay healthy and strong
- Reduce your risk of chronic diseases like heart disease, diabetes, and cancer
- Feel better and have more energy
- Control your weight
- Save money

Choose MyPlate.gov

**Eat Smart MoveMore**

### Scavenger Hunt for the Farmers Market

Bring this with you when you go to the Farmers Market to find all the healthy food you've been learning about!

- Can you find two dark green and leafy veggies? What are they?
- Can you find a red veggie and an orange veggie? What are they?
- Can you find a starchy veggie? What is it?
- Can you find a veggie that isn't green and leafy, and isn't orange or starchy? What is it?
- Can you find a veggie that you've never tasted before? What is it?
- Can you find two different types of fruits? What are they?
- Can you find a nut? What is it?
- Can you find a protein? What is it?
- Can you find a veggie that isn't green and leafy, and isn't orange or starchy? What is it?
- Can you find a veggie that you've never tasted before? What is it?
- Can you find a veggie that you've never tasted before? What is it?
- Can you find a veggie that you've never tasted before? What is it?

### Scavenger Hunt for the Grocery Store

Bring this with you when you go to the grocery store to find all the healthy food you've been learning about!

- Start by finding the produce section. Find a veggie that matches the color and shape of the picture. What is it?
- Look at the aisle signs, what aisle number are these in?
- Look at the aisle signs, what aisle number are these in?
- In the bread aisle, find "whole wheat" bread. Based on the nutrition label for the bread, how many grams of fiber are there per serving?

### Healthy Eating and Staying Active as We Age

#### Eat More Fruits and Vegetables

Fresh fruits and vegetables are important sources of many nutrients including fiber, potassium, and vitamin C. They can reduce risk of many chronic diseases and may protect against certain types of cancers. Make half your plate fruits and vegetables.

#### Staying Active as We Age

#### Food Safety Tip

Refrigerate foods quickly because cold temperatures slow the growth of harmful bacteria. Place all foods in the freezer and refrigerate right away after shopping, and immediately refrigerate any leftovers after a meal.

### Lesson 1: Eat Smart

#### GROCERY LIST

Write down the items you need to buy for your meal plan. If you don't have a list, you can use the list below to help you decide what to buy.

Breakfast/Cereals
Condiments/Spices
Meat/Seafood
Other

#### LESSON ONE: EAT SMART

Let's plan a meal for you and your family. Write down the name of the meal you are planning to make. Write down the ingredients you need to buy. Write down the amount of each ingredient you need to buy.

Day	Meal Plan
SUNDAY	
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	

#### TEEN 4-H PROJECT RECORD BOOK

What is your S.M.A.R.T. goal? Write it down. How do you plan to achieve it? Write it down. How do you plan to measure it? Write it down. How do you plan to track it? Write it down. How do you plan to evaluate it? Write it down.

## TEEN CUISINE

### 4-H Project Record Book

Virginia Cooperative Extension





# web digital design

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America drives, works, and plays on Recycled Rubber

ABOUT • BENEFITS • FACTS & SCIENCE • LEARN MORE •

Recycled rubber is highly sought after to create products like rubberized asphalt

**AMERICA DRIVES**  
What is Recycled Rubber?  
Learn More >>

**AMERICA WORKS**  
What are the Many Uses?  
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The Veterans Consortium Pro Bono Program  
Providing Representation to Veterans at the U.S. Court of Appeals for Veterans Claims

Search Keywords

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PRO BONO PROGRAM**  
Providing Representation to Veterans at the U.S. Court of Appeals for Veterans Claims

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Home

The Veterans Consortium Pro Bono Program

**Veterans & Family Members**

- Apply for Services
- How to Appeal Your Claim & FAQs

**Attorneys: Volunteer Today**

- Attorney Training Brochure & FAQs
- Training Dates for Volunteer Attorneys
- Current Volunteers
- Contact Outreach & Education

**Donate Today**

- Thank you to our Volunteer Attorneys!
- Thank you to our Donors!

**Contact Us**

**Translations**

- Veteranos y familiares de veteranos
- Mga Beatnro at Mga Myembro ng Pamilya ng mga Beaterano

**Veterans Consortium Pro Bono Program Mission**

Every veteran or survivor who has taken an appeal to the U.S. Court of Appeals for Veterans Claims, who has a legally credible claim, and who wishes to be represented by counsel, shall have competent representation.

**OUR DEBT TO THE HEROIC MEN AND VALIANT WOMEN IN THE SERVICE OF OUR COUNTRY CAN NEVER BE REPAYED. THEY HAVE EARNED OUR UNDYING GRATITUDE. AMERICA WILL NEVER FORGET THEIR SACRIFICE.**  
— Harry S. Truman

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**Blue Ridge SELF STORAGE** CALL BLUE RIDGE SELF STORAGE **540.772.7700**  
HOME | OUR SERVICES | STORAGE OPTIONS | STORAGE TIPS | CONTACT US

**Blue Ridge Self Storage Safely Storing Your Stuff**

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**YOU CHOOSE**

**FREE MONTH RENTAL OR FREE TRUCK RENTAL**  
CLICK HERE FOR DETAILS

**There are as many short-term and long-term storage crises as there are people with things to store.**

Designed with both residential and business customers in mind, Blue Ridge Self Storage offers a wide variety of storage options — from 5'x5' to 12'x30' units to boat and RV storage. Climate-controlled units are available, and we offer truck rental, as well as locks, boxes, and moving supplies.

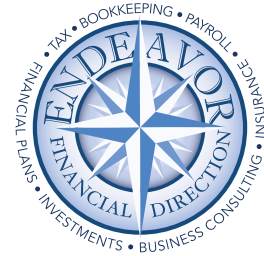
**Blue Ridge Self Storage**  
772-7700  
CALL TRUCK USE WITH MOVE IN

Our goal is to provide our customers with the most convenient, safe, and secure storage facility in the Roanoke Valley.

Visit our facility, conveniently located near Route 419 and Tanglewood Mall.

**Blue Ridge Self Storage**  
Safely Storing Your Stuff

# logo development



# clients

## a brief overview

A PARTIAL SNAPSHOT OF CLIENTS PAST AND PRESENT • LOCAL AND NATIONAL

ADIEL GOREL, ICG, AUTHOR, SPEAKER SAN FRANCISCO, CA	DOMINION AIR AND MACHINERY ROANOKE, VA	LODGING TECHNOLOGIES ROANOKE, VA	SNYDER RV SALEM, VA
ASTA PRODUCTIONS WASHINGTON, DC	EASTWEST DYECOM, INC. ROANOKE, VA	MATTRESS DEPOT ROANOKE, VA	STATE ENVIRONMENTAL RESOURCE CTR. WASHINGTON, DC
ATLANTA BUREAU OF CULTURAL AFFAIRS ATLANTA, GA	EMT OF ROANOKE VALLEY SALEM, VA	MILL MOUNTAIN CAPITAL ROANOKE, VA	TURF AND GARDENING STORE ROANOKE, VA
BOXLEY MATERIALS ROANOKE, VA	ENSINGER INSURANCE PHILADELPHIA, PA	NFCC WASHINGTON, DC	TURMAN LOG HOMES HILLSVILLE, VA
THE BENEFITS GROUP ROANOKE, VA	EXECUTIVE PROGRAM SERVICES (EPS) ROCKY MOUNT, VA	NEW RIVER VOICE RADFORD, VA	TURNER BROADCASTING (WTBS) ATLANTA, GA
CAMELLIA SOCIETY OF POTOMAC VALLEY ALEXANDRIA, VA	FIRST FRIDAYS ROANOKE ROANOKE, VA	PARALYZED VETERANS OF AMERICA WASHINGTON, DC	UPS STORE ALEXANDRIA (DELRAY), VA
CARDINAL RUBBER AND SEAL ROANOKE, VA	FERRIS, EAKIN THOMAS, PC ROANOKE, VA	PARKER DESIGN GROUP SALEM, VA	VETERANS PRO BONO CONSORTIUM WASHINGTON, DC
CHERYL HAM TEAM/LONG AND FOSTER ROANOKE, VA	GEORGIA BAPTIST HOSPITAL ATLANTA, GA	PERFORMANCE TITLE/SETTLEMENT, INC. ROANOKE, VA	VALLEY METRO ROANOKE, VA
CRIMSON CLOVER CREATIVE RADFORD, VA	GLENN, ROBINSON, CATHEY ROANOKE, VA	PUBLIC EDUCATION CENTER WASHINGTON, DC	VIRGINIA MUSEUM OF TRANSPORTATION ROANOKE, VA
COGENT RESOURCE MANAGEMENT ROANOKE, VA	GUERTIN BROTHERS JEWELRY ROANOKE, VA	REISS MANUFACTURING BLACKSTONE VA / ENGLISHTOWN, NJ	VIRGINIA TECH UNIVERSITY BLACKSBURG, VA
CORELL ELECTRICAL SERVICES, INC SALEM, VA	HALE'IWA CHARTER & FISHING TOURS HALEIWA, HAWAII	ROANOKE HIGHER EDUCATION CENTER ROANOKE, VA	WASHINGTON AREA HUMANE SOCIETY WASHINGTON, DC
D'ARDENNE ASSOCIATES ROANOKE, VA	HATTIE BRYANT AUTHOR, SPEAKER	ROANOKE NEUROMUSCULAR THERAPY ROANOKE, VA	WATL-FOX 36 ATLANTA, GA
DEFENDERS OF WILDLIFE WASHINGTON, DC	JOHN C. NORDT CO. ROANOKE, VA	SAFETY STEP ROANOKE, VA	WHOLESALE SIDING SUPPLY, INC ROANOKE, VA
DENISON INSURANCE ROANOKE, VA	LANCE DESIGN RIDGEFIELD, CT	SALEM ROANOKE COUNTY CHAMBER OF COMMERCE SALEM, VA	
DIRECTFED PHILADELPHIA, PA	THE LANDSCAPE STORE RICHMOND, VA	SAWYER PAVING SALEM, VA	
DIRTWORKS LANDSCAPING DALEVILLE, VA	LEVERAGE, LLC DALEVILLE, VA		



**sue england**  
graphic design  
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[sue@senglanddesign.com](mailto:sue@senglanddesign.com)

