

Audrey K Jones
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I am a creative professional with 20 plus years in the graphic arts and printing industry. My background includes packaging, magazine publication, and high-end ad agency work.
I love what I do and I enjoy taking the initiative to quickly make meaningful contributions. Switching gears to meet aggressive deadlines, while handling longer term deliverables is no problem.
I am a people person, who enjoys being part of a team, but I also work well with minimum supervision.

TRANSFERABLE SKILLS

Excellent People Skills
Efficient in 'Big Picture' and 'Detail' Modes
Customer Service and Vendor Relationships
Anticipates Changes and Challenges
Strong Organizational Skills
Guided by Traditional Values, Honesty and Integrity

EXPERTISE

Design / Layout / Production
Image and Print Color Management
Photographic Art Design and Direction
Manage Multi-Faceted Projects
Print Buyer and Press Checks
Quality Control / Proofing / Pre-Flight

PROFESSIONAL EXPERIENCE

Semper International/Creative Circle: 2014 - to 2021 | Full time contract assignment at DART headquarters.

I provided graphic elements, layout and production art for digital and conventional printing, including web banners, billboards and large format event banners. I also produced online interactive ad pdfs, adding and testing links to web pages.

One of my responsibilities during the twice annual bus mark-ups included updating 50 to 70 bus schedules and corresponding route maps, using scripts in Adobe InDesign and Illustrator. I also produced bus and train schedule signage per station, plus an annual 122 page DART Rail Guide. This included updating fare info, train schedules, facility maps and ads.

One of my largest assignments was to redesign the DART Bus Operator Route Guide to be more concise and easier for bus operators to use. My new design reduced it from 640 to 370 pages cutting print cost by almost half. I also created a new data base so maps and ads would auto update. This cut production time by 40-45%.

In 2020 I redesigned DART System wide maps from a traditional "realistic" map to an easier to read, more stylized map that now appears inside buses, trains and at stations. I also redrew the DFW Airport Train station facility map signage, showing access to/from terminals, trams, bus stops and the train station.

I created the Light Rail System Book of Operating Rules, a handbook for rail operators to include a digital version with interactive links in the appendix for quick online look-ups. I produced the Bus and Train Fares booklet, plus updated Bus Fare decals annually. Working with the production manager, I also produced PowerPoint marketing reports for corporate meetings. I created ads, banners & signage for the State Fair of Texas, Older Americans, Texas OU Game Day and other annual events.

Print Tyme Printing and Graphics 2010 – to 2022 | Responsibilities include design, prepress, and imposition to set-up and optimize press sheets. Design, layout and production art for brochures, event flyers, large format banners and signage plus promotional items. Assisted web designer with design and support graphics including animated gifs on current website: PrintTyme.com

TECHNICAL EXPERTISE | Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Acrobat. Microsoft: Teams, Word, PowerPoint and Lytho Digital Asset Management.

Strong on both Mac and PC platforms, typographic composition, experienced with large format HP and Epson printers with a Mac RIP.