



**aericka helf**

348 East Bluff  
Madison, WI 53704  
608.277.8510  
aericka.helf@gmail.com  
ahelfdesigns.com

## Education

**Associate in Applied Arts Degree—Graphic Design & Illustration • December 2007**

Madison Area Technical College (MATC), Madison, WI

## Work Experience

**Teaching Assistant for Marketing Design Strategies Class • MATC • October thru December 2007**

Assist instructor with lesson planning, lead class through InDesign tutorials, work one-on-one with students, and assist with daily record keeping.

**Internship • Jam Graphics & Design • October 2007 thru Present**

Assist in the conceptual, production, and design phases of web and print projects. Update weekly newsletter, communicate with clients and vendors, and source materials and research.

**Student Designer • Educational Graphics, MATC • August 2006 thru Present**

Concept, design, layout, and print production of promotional pieces for MATC special groups, instructors and events. Collaborate with faculty to create overheads, power points, card sets, posters, and other materials for their courses.

**Sales Associate • Wehrmann's Travel Shop • October 2002 thru January 2007**

Provided customer service, created window displays and signage, handled money and high-end inventory.

**Personal Care Worker, Coordinator, & Manager • 1996 thru 2003**

Coordinated daily operation of group home for people with disabilities; managed staff, organized social activities and successfully maintained facility at or above public health standards. Promoted communication among management, staff, clients and family of clients.

## Freelance

Logo design for Door Creek Associates

Brochure design and layout for Forward Service Golf Outing

Advertisement design and layout for *Our Lives* magazine

Brochure & poster design for University of Wisconsin Study Abroad Program

Cover design for Wisconsin and Upper Michigan Floral Association program

## Awards & Memberships

Nominated by staff and faculty to be keynote speaker at graduation ceremony

Deans List 2003 thru 2007 Madison Area Technical College

Madison Area Technical College Art Club member 2005 thru 2007

Nominated by faculty for Wisconsin Technical College System State Ambassador Program

Madison Art Guild Scholarship 2007

Eugenie Mayer-Bolz Family Foundation Scholarship 2006

Design Madison member 2006 thru present

## Proficient In

Adobe Photoshop, Illustrator, InDesign, Image Ready, QuarkXPress, Microsoft Office, Basic HTML, Mac and PC platforms

## Knowledgeable In

Adobe Dreamweaver, digital photography, illustration, oil, acrylic, watercolor & pastel painting

## Portfolio and references available upon request