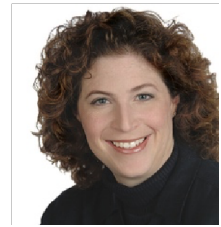




## Zoë-Lynn Cohen

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### SUMMARY

Seasoned Graphic Designer with over 30 years of experience. Proven track record in delivering high-quality materials, demonstrating creativity, and meticulous attention to detail in fast-paced environments. Proficient in Adobe Creative Suite and known for exceptional organizational skills and professionalism. A driven and detail-oriented individual with a desire to use analytical and problem-solving skills to meet goals.

### PROFESSIONAL EXPERIENCE

#### Production Designer (*part-time*)

October 2023–present  
Laurel, MD

*Tasty Shirt Co.*

*Screenprinting and Embroidery Shop.*

- Prepare design files, adjusting size and colors for best screenprinting results.
- Provide clients and staff with a design proof to ensure proper production.
- Output design files using Wasatch software to an Epson 7890 printer.
- Created website and established social media to increase company visibility.

#### Graphic Designer

December 2022–January 2023

*Mid-Atlantic Media\**

Columbia, MD

*\* Due to unforeseen circumstances, I was laid off when the company lost a large client. Reference available.*

*Publishing company for multiple papers.*

- Designed ads, articles, and feature stories for the Baltimore Jewish Times.
- After 20+ years of self-employment it was an easy transition working in a structured environment. I enjoyed collaborating with other talented designers, sales, and editorial teams.

#### Graphic Designer, Owner

January 2001–November 2022

*ZLC Design*

Columbia, MD

*Served as an outsource design firm for small to medium size companies.*

- Publisher/Artist of Hometown Magazines' Best of Columbia and Best of Ellicott City. Accomplishments include:
  - Created 12-20 page publications 10 times a year.
  - Worked with multiple clients and the printer to complete each issue in a timely manner for mailing.
- Developed a wide range of marketing materials for companies including CQI's Energy Co-op, Columbia Business Exchange, and the Howard County Chamber of Commerce.
- Designed presentation materials for *Syntonics* for use at tradeshow and meetings.
  - Large format pieces included backdrop panels, posters and tabletop displays.
  - Made an interactive communications display using artwork to represent military radios that was then connected with real cables.
  - Designed brochures, illustrations, and spec sheets for events and for download on the website.
- Worked with multiple sales representatives, often under tight deadlines, creating ads for a monthly publication called *The Equiry* from May 2011 to September 2015.
- Worked with the owners of Soft Stuff Ice Cream to create promotional outdoor banners, advertisements, a tourism brochure, website and illustrated a 19' wall mural that is the focal point in the decor of their new location.
- Manipulated photos for restoration and to correct imperfections, color, and lighting, saving time and money on additional photo shoots.
- Designed and maintained the front end of websites using branding elements that I had developed for printed materials.
- Interacted with clients to ascertain needs and plan projects within budgetary and time constraints.
- Wrote estimates and proposals for prospective clients.

**Art Director**

May 1995– October 2001

*Go To Digital (formerly PK Graphics)*

*Service Bureau handling pre-press services for print shops and graphic design for multiple printing companies.*

- Managed creative and support staff as the Art Director providing quick same day turn-around.
- Designed custom “corporate image” materials, such as logos and brochures to establish business identity for new and growing companies.
- Pre-flighted computer files and made necessary corrections to reduce printer time and expense on press.

**COMPUTER SKILLS**

- Adobe InDesign
- Adobe Photoshop
- Microsoft Office
- Acrobat
- Adobe Illustrator
- Adobe Dreamweaver
- QuarkXPress
- InCopy

**EDUCATION**

BA University of Maryland, Baltimore County (UMBC) Geography

**PAST AFFILIATIONS – volunteer roles**

Howard County Chamber of Commerce (HCCC) 2001–2017

- Served as an Ambassador from 2008-2017.
- Raised \$2,000 for The Chamber by creating a coupon book for the “*Operation Thank You*” event.
- Received the 2009-2010 Ambassador of the Year Award for outstanding work with the HCCC.

Business Women’s Network (BWN) 2003–2007

- Membership committee 2004 to 2005.
- Programs committee 2005 to 2006.

Columbia Business Exchange 2001–2006

- Served on the Board from 2003 to 2006.

*References Available Upon Request*