

# QualityXpressGraphix - Heidi (Caudill) Back — *Owner / Director of Operations*

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## Profile

My strengths lie in my personality, where design is a product of who I am and what I trust in. I am an ethical, loyal, and hardworking individual. I am able to evaluate and adjust my work habits under any given circumstance in order to maximize my level of efficiency. I am confident and trust my judgment. Ideally, I would like to work in a well-organized and productive environment. I have over 15 years of industry experience, and I understand what it takes to maintain a successful, growing business. I know the challenges involved when trying to find loyal business partners.

**QualityXpressGraphix** is a personalized, full-service design studio and development company featuring custom web site design, development, online marketing, consulting, custom logo design, graphic design services and web site maintenance. QXG Strives to provide customized, creative and professional freelance design services at affordable prices to clients, worldwide.

## Experience

### Seneca Niagara Casino and Hotel, Niagara Falls, New York

Present - 2005

Seneca Niagara Casino & Hotel is the largest hotel in Western New York, offering 26 levels of pure luxury and putting Niagara Falls on the map as a premier resort destination. QualityXpressGraphix provides various promotional materials such as, The Seneca Sun Monthly Newsletter, Misc. Postcards and Advertisements.

### Belterra Casino Resort and Spa, Columbus, Ohio

Present - 2005

An oasis in the Indiana heartland that offers premier gaming and entertainment opportunities around every corner. QualityXpressGraphix provides various promotional materials such as, The Monthly Belterra Gazette, Newsletters, Misc. Postcards and Advertisements, Rack cards and Monthly Calendars.

### JTL Networks, Freelance Designer, Columbus, Ohio

Present-2006

The power of JTLnet is in their technology and expertise in managed hosting solutions. They have been delivering cutting-edge hosting solutions to large and small businesses, as well as personal users, for almost a decade now. JTL Networks and I partnered in projects consisting of various website development and maintenance.

### Weber Associates, Web / Graphic Designer, Nextel/Sprint Project, Columbus, Ohio

2005-2004

Weber Associates is a performance improvement company that focuses on your front line team to deliver bottom line results. It was here that I developed presentations for employees to help combined the two companies, Sprint & Nextel along with an extensive array of other design projects.

## Education

The Columbus College of Art and Design. **Graphic Design / Time Based Media Studies Major**, Bachelor's Degree in Fine Art.

## Skills

Excellent Leadership and Communication skills, Advanced Color Theory and Design Technique, Advanced Liberal Arts Skills, Advanced proficiency in **Adobe Creative Suite 2**, which include: Photoshop CS2, Indesign CS2, Illustrator CS2, and Golive CS2. **Macromedia Studio 8**, which include: Dreamweaver, Director, Fireworks and Flash. **Microsoft Office**, which include: Excel, Powerpoint, and Word. Comfortable on both **Macintosh and Windows** platforms. Advanced Photography & Darkroom Skills, Strong Drawing Skills, Advanced Skills in Landscape/Mural and Portrait Painting, Intermediate knowledge of Spanish.

## Awards

Faculty Scholarship (**Columbus College of Art and Design**), "Gold Key Award" Presented by The Columbus College of Art and Design (The Scholastic Art & Writing Awards of 2001), Winner of "The City of Grove Cty Scholarship" (Grove City Arts Council), "People's Choice Award" (Fort Hayes Metropolitan Education Center - Student Exhibition of 2001), Artwork displayed in The White House, Washington, D.C. (2001)