

---

Background

Capabilities & skills

---



# BACKGROUND ockerman

---

## EDUCATION

University of Colorado

Boulder, Colorado

B.F.A.

Phi Beta Kappa

University of California

U.C. Extension, San Francisco

U.C. Extension, Santa Cruz

---

Eunice Ockerman has 20 years experience in design and design management. Project experience includes brand identity programs, design direction and build of web sites, annual reports, packaging and city wide sign systems.

Recent clients include Siemens, Cable & Wireless, the City of Campbell, the Santa Clara County Health Department, Comac, VKK, Iron Mountain.

From 1999 to 2000, Ockerman worked at frog design providing design direction to staff designers as well as managing her own projects. Clients included SAP, Digital Island, Motorola and a variety of dot-com start-ups. At frog, Ockerman refined the brand identity process which provides the conceptual foundation for all ensuing design work. She left frog to pursue independent projects.

In 1990 Ockerman joined the Redevelopment Agency of the City of San Jose. She provided design management for Redevelopment projects and was responsible for design review of all print material. She developed conceptual and comprehensive design for collateral associ-

ated with Redevelopment projects and designed and oversaw the production of environmental graphics, signs and sign systems. She collaborated in the development and production of special events such as ground breakings and grand openings. In addition, she supervised the selection of consulting graphic designers, writers, illustrators and photographers and managed their work.

Ockerman gained retail and marketing experience while working for the Director of Stanford Shopping Center in the late 80's. She provided design and writing services to individual stores as well as the Center as a whole. Ockerman coordinated promotions, prepared budgets, developed, wrote, designed and produced promotional materials; purchased and placed print media and wrote press releases.



# CAPABILITIES skills

---

## SOFTWARE TOOLS

InDesign  
Quark Express  
Illustrator  
Photoshop  
Painter  
Acrobat  
HTML | CSS  
GoLive  
Flash

---

## BRAND ANALYSIS & STRATEGY

Assessment of market segment for unmet needs  
Development of brand image and brand positioning  
Implementation of brand identity  
Brand and graphic standards

## ART DIRECTION AND DESIGN

Determine brand objectives  
Clarification of goals and specific project objectives  
Inventory of existing materials  
Review strength and effectiveness of existing materials  
Conceptual design  
Final design and production as required

## PROJECT MANAGEMENT

Scheduling  
Cost estimating  
Print and/or fabrication purchasing  
Pre-press and/or fabrication coordination

## PROJECT EXPERIENCE

Capability brochures  
Product brochures  
Newsletters  
Branding/identity  
Graphic standards  
Business systems  
Packaging  
Direct mail  
Consumer magazine ads  
Event/sales promotions  
Directional signs  
Building ID and interior directional signs  
Interpretive signs, banners  
Web design

