

Joella Guaraglia-Wheeler

Cover Letter:

My work philosophy centers around continued research and adaptation of information, imagery, products, tools, and processes in order to create the best possible solution for each part of the strategic plan selected for individual clients.

I have several years experience in general design.

I have managed projects and people, maintained branding standards, and collaborated with varied members on team projects. I have benefited my employers by improving workflow for large projects by volunteering management of elements from various contributors.

As a small art business owner;

I have used my graphics skills to produce my business needs on line and in print, increasing my business's visibility to potential customers.

As an instructor I create class handouts, power point presentations and instructional videos helping students to understand a project or subject.

I am proficient with several software applications for both Macintosh and PC operating systems. I continue adding to my knowledge of software and to the rest of my skill set, deepening my experience working with printed and digital communication, tight deadlines, multiple projects, large scale servers and outside contributors.

Samples of my work are available on my website. <http://www.joellagart.com/design-services.html>.

Joella M. Wheeler



cat's pajamas

CP

Joella Guaraglia-Wheeler

NSP

no spring chicken

Skills

SOFTWARE

InDesign
Photoshop
Illustrator
Quark
Word
PowerPoint.
Keynote
Acrobat
Basic HTML, CSS
& Dreamweaver...

GRAPHIC DESIGN

Branding
Layout
Logos
Typography
Copy Writing
Image Manipulation
Web Graphics
4-Color Printing
Design Principals
Aesthetics
Creativity
Brainstorming
Mind-Mapping
Conceptualization

Research
Direct Mail
Flyers
Brochures
Posters
Catalogs

TRADITIONAL ART MEDIA

Drawing Media
Story Boarding
Scratchboard
Mixed Media
Watercolor
Sculpture
Acrylics
Oils



Joella Guaraglia-Wheeler

Experience:

Pearl Fincher Museum of Fine Art, Spring, TX: through March 2021

ART INSTRUCTION:

- Assist in lesson development from current exhibition
- Prepare lesson plans, supply lists & logistical plans
- Create examples
- Create class handouts using, MS Word, InDesign, Photoshop & PowerPoint
- Teach classes in various media
- Create other graphic design materials for the museum and advise on others.

Woodlands Art League, The Woodlands, TX: 2012 to 2014

PUBLICITY CHAIR & PRESIDENT:

- Publicity: Creating print pieces, social media & online ads
- Website: Improving navigation, Increasing content, Adding functions, Improving continuity of information, Improving meta-data & web presence
- Branding: Overseeing use of new logo online & print
- Education: Expanding class offerings, Directing the department, Creating curriculum, Preparing payment requisitions, Preparing contracts, Helping design teacher payment voucher system
- Designing & teaching fine art classes for children & adults
- Facilitating: Board meetings, general meetings & events



Joella Guaraglia Art OR, NM & TX: 1997 to present

Clients include:

GRAPHIC DESIGN & ILLUSTRATION:

- Benton County
- Linn County CARDVA
- Benton County Victims Assistance Program
- Crescent Valley High School Drama Department
- Santa Fe Society of Artists
- Local realtors & artists

H D C

horse of a different color

Joella Guaraglia-Wheeler

L T B

oh my



More Experience:

The Idea Group, LLC.
Santa Fe, NM: 2006 to 2008

OFFICE MANAGER:

- Compiling research and mailing lists
- Journaling strategit meetings
- Compiling an office procedures journal, made office purchases,
- Sending out billing
- Maintaining files
- Producing presentation boards & occasional graphic design elements

Joella Guaraglia Art
OR, NM &TX:
2006 to present

FINE ARTIST & SMALL BUSINESS OWNER:

- Producing mixed media paintings
- Maintaining digital archives & sales catalog
- Product design
- Designing, ordering, placement of marketing materials
- Show entry & logistics
- Teaching fine art classes for children & adults

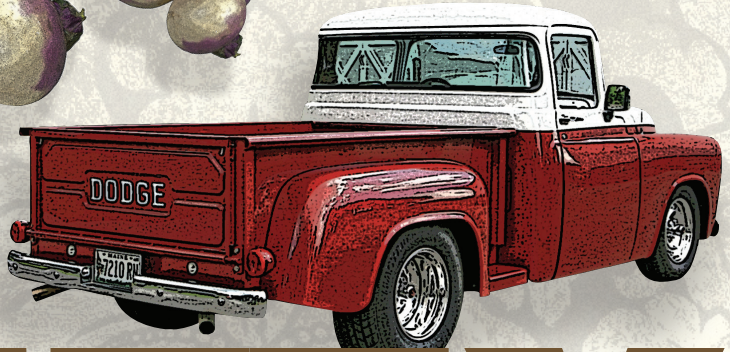
Corvallis Gazettes-Times,
Corvallis, OR: 1997 to 2006

GRAPHIC DESIGNER:

- Print & collateral online retail ads
- Copy composition
- Art production
- Photo correction and manipulation
- Publication cover art
- Internal flyers & graphics
- Layout
- Logos & spec ads for corporate incentive program
- Using FTP sites & internal file sharing systems
- Participating with sales staff at client consultations
- Direct client interaction
- Working with outside vendors & contributors
- Troubleshooting
- I nterdepartmental projects



Joella Guaraglia-Wheeler



NTTY

no falling off the turnip truck yesterday

Education:

Additional hours in Graphic Design & HTML,
Santa Fe Community College, NM

One year academic completion
toward a Masters in Adult Education,
Oregon State University

Graphic Design & Multi-Media,
Linn-Benton Community College, OR

Bachelor of Fine Arts degree, Magna cum Laude, (with Honors)
Oregon State University



Online Portfolios:

My website: <http://www.joellagart.com/design-services.html>.

LinkedIn: <https://www.linkedin.com/in/joellagwheeler/>

Joella Guaraglia-Wheeler

Memberships, Shows, Galleries

& Awards: OR, NM, TX & CA

- Board Member Colusa County Arts Council, CA -current
- Member National Association of Professional Women
- Member Texas Visual Artists Association
- Member Visual Arts Alliance, Houston, TX
- Bayou City Art Festival, Downtown Houston, Fall 2014
- Art in the Park, The Woodlands, TX, Fall 2014
- Gold Rush Days Art Show, Wickenburg, Arizona, February, 2014
- Solo Show at the Hilary Community Gallery, Pearl Fincher Museum of Fine Art, Spring, TX, Summer 2013
- Juried member of Santa Fe Artist Guild: NM, until 2012
- Juried member of Corrales Art Society: NM, until 2012
- Juried member of Santa Fe Society, NM until 2012, Board Member, 2007 to 2009
- Wooden Cow Gallery, Albuquerque, NM, Juried Consigning Artist until 2010
- Northern New Mexico Art Catalogue and Gallery, Santa Fe, NM, until 2011
- Instructor of Mixed Media Painting & Alternative Self-Portraits, ArtXcapes Art School, Santa Fe, NM, until 2011
- Sweet Dreams Gallery in Taos, NM, until 2010
- Salem Salon, Judges' Choice Award, Salem OR, 2003
- Wild Women Art Show, Independence, OR, 2003
- Numerous awards

Interests:

Habitat for Humanity, TX

Kitchen Angels, NM:

Choral Singer: OR, NM and TX:

Community Theater: OR



just please, no flying monkeys

N E M