



1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

**CHER CULTRONA - ART DIRECTOR/GRAPHIC DESIGNER**

201 Harrison no. 811 San Francisco CA 94105 415.974.5598  
cher\_@pacbell.net www.cherdesigns.com

**SENIOR GRAPHIC DESIGNER - FULL TIME CONTRACTOR**

University Games, San Francisco, California

Toys/Board Games/Puzzles

Design, Digital Production, Project Management, Illustration

PRODUCTS: Colorforms, Daniel Tiger, Dora The Explorer, Teenage Mutant Ninja Turtles, Hello Kitty, Eric Carle, Sponge Bob, etc.

EXPERTISE: Packaging Exterior & Interior Components • Project Management • Prototypes • Illustration • Branding • Retouching  
• Planograms • Signage • Extensive expertise with licensed art work, style guides, etc.

*Design coordination with top entertainment licensing properties on a daily basis.*

**ART DIRECTOR /GRAPHIC DESIGNER - Contractor**

Sternberg/Benjamin Architects, San Francisco, California

Architectural Design for Bay Area Condominiums & Lofts

Art Direction, Design, Digital Production, Project Management

PROJECTS: Lofts & Condominiums

EXPERTISE: Graphics for interior & exterior • Logos • Branding • Project Management • Vendor Coordination

*Translate accents of architectural design into graphic signage and collateral.*

Village Properties, San Francisco, California

Property Developers for Condominiums, Lofts & Businesses

Art Direction, Design, Digital Production, Project Management

PROJECTS: San Francisco Bay Area, Southern California & Montana Condominium & Business Projects

EXPERTISE: Industrial Signage • Logos/Identity • Branding • Project Management • Vendor Coordination

*Directed design & production 100+ interior/exterior signs for Condominium property, Hayes Valley.*

Electronic Arts, San Francisco, California

Video Game Packaging

Design, Digital Production

PRODUCTS: Sports Titles - Madden, Sims

EXPERTISE: Packaging Exterior • Logos

Play Along Toys (Currently Jakks Pacific), San Francisco, California

Toys - Pop Singing Dolls

Design, Digital Production

PRODUCTS: Mandy Moore, Sisqo, 2GE+her (MTV making of a band) ETC.

EXPERTISE: Packaging Exterior & Interior Components • Branding • Logo Design

*Packaging Designer for Pop Star Doll Properties.*

Wham-O Toys, San Francisco, California

Games, Water Toys, Hula Hoops, Frisbees

Design, Digital Production

PRODUCTS: Tabletop Games, Licensed products for Chuck E. Cheese, Baskin Robbins, Slip'n Slide, etc.

EXPERTISE: Packaging Exterior & Interior Components • Branding • Logo Design

*Designer on well-known licensing properties.*

DFS (DUTY FREE STORES) Merchandising Limited, San Francisco, California

Retail Gifts, Souvenirs, Food, Candy & Beverage

Design, Digital Production, Project Management

PROJECTS: Gifts Products, Candy & Tobacco for Galleria Stores

EXPERTISE: Product Design - Accessories & Plush Animals, etc. • Packaging Design • Logo Design • Illustration

*Lead Designer - Gift Store Products - Spielberg & Sega Entertainment Center, Guam*

Lewis Galoob Toys, South San Francisco, California

Toys - Boys and Girls

Lead Designer, Digital Production

PRODUCTS: Star Wars Action Fleet Line, MicroMachines, My Pretty Doll House, Power Rangers, Mutant League, etc.

EXPERTISE: Packaging Exterior & Interior Components • Branding • Logo Design • Extensive expertise working with licensed art work, style guides, etc.

*Lead designer for Star Wars Action Fleet Collectors Series. Innovative packaging design and die cut windows to reflect the space vehicles.*



**ART DIRECTOR /GRAPHIC DESIGNER - Full Time**

***Design, Art Direction, Production, Vendor Coordination, Press Checks, Photoshoots***

The Benjamin Group Inc. Campbell, California

**HI-TECH**

Shelly Berman Communicators, Inc. Oakland, California

**RETAIL**

York Steak House Systems Inc., (Subsidiary Of General Mills) Columbus, Ohio

**RESTAURANT**

**AWARDS & EDUCATION**

**Annual LuLu Award Excellence in Art Direction Los Angeles Women in Advertising**

Corporate Brochure & Direct Mail

**EDUCATION**

**Web/Multi-Media Double Certificate**

**Sessions.edu Online Design University, New York, NY**

**Bachelor of Fine Arts Specialization in Graphic Design,**

**Bowling Green State University, Bowling Green, Ohio**

