

mary
goodwater
multimedia+
graphic design

Communicate

Investigate

Illustrate

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Communicate – Investigate – Illustrate

Give me a bad sketch and a good story. I'll give you an informative and impactful design.

Design is a team sport. Whether the end product is a print document, an illustration, a video or an app, it takes good communication to produce a good result. In my years as a design professional, I've learned to ask strategic questions in order to truly understand the message my client wishes to convey.

Once that message is understood, it must be investigated. What is the target audience? How can we make our point in a meaningful manner that relates to that audience? A curious mind can get those answers, and I am curious by nature.

Illustrating the message can take many forms. Whatever the medium, the design needs to create an impact on the audience. We can get there together. Let's talk. I'd love to hear your story.

Relevant Software

- Adobe Products: Bridge, Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Audition, Edge Animate, Dreamweaver, Flash
- Microsoft: Word, PowerPoint, Excel, Outlook, SharePoint
- Canto: Cumulus Web Client (photo catalog)

Recent Experience

Brand and Design Consultant 2012-Present Freelance consultancy service working with firms to develop branded templates that enhance brand identity. Work closely with stakeholders to develop design elements, colors, fonts, margins etc. Create style sheets and instruction sets for use of materials. Provide on-site training for users.

Graphic Designer, CH2M HILL Industrial & Advanced Technologies (I&AT) 2004-2012 CH2M HILL is a global firm with over 30,000 employees that provides consulting, design, design-build, operations, and program management. I worked with a marketing team and internal clients to produce business development and marketing materials including: proposal design, presentations, video and interactive communications, brochures, tradeshow displays, information graphics and technical illustration.

Highlights of Service:

- Created brand for I&AT and IDC Architects (an architectural division of CH2M HILL)
- Produced videos for use in tradeshows
- Directed portrait photography of Global Leadership Team and client-focused professionals
- Designed brand templates instituted throughout the CH2M HILL enterprise
- Illustrated security training documents for high-level government agency
- Published multiple times in Consulting-Specifying Engineer magazine

Prior Experience

Multimedia Consultant, Genesis Performance Systems Worked closely with subject matter experts to create training for Boeing engineers, both print and interactive. Created video including 3D animations for training purposes.

Freelance Designer + Performing Artist Designed press packages, posters, CD jackets, and costumes.

Education

AAS, Information Technology-Multimedia, ITT Technical Institute 2004 Alpha Beta Kappa - Magnum Cum Laude

References available via LinkedIn www.linkedin.com/marygoodwater

View my online portfolio at www.cloroflot.com/marygoodwater

let's give 'em somethin' to talk about



here's what
they're saying

"Mary is a talented graphic designer and creative thinker. She has the ability to come up with ideas quickly and bring them to life with enthusiasm under demanding deadlines."

Ted Johnson

Corporate /Communications at
CH2M HILL (I&AT)

"Got an idea? Sketch out your concept on a napkin and Mary can develop it to an illustration, graphic or table that conveys the idea clearly and concisely. Not just a graphic designer, Mary is a creative artist. She will take your ideas or existing material to the next level."

Nancy Jankowski

Project Management|Compliance at M+W Group

Jay Chester

Senior Project Manager,
Advance Technology Group at Evergreen EDC

"Mary is one of the most innovative and creative graphic designers around. She consistently developed graphics that were instrumental in us obtaining work and communicated our message very well. If a picture is worth a thousand words Mary's graphics have spoken volumes."

"Mary combines her excellent artistic abilities with a high level of technical knowledge. She is extremely organized and has strong team leadership skills. It is always fun to work with Mary!"

Ed Barajas, LEED AP™

Senior Construction Manager
Preconstruction Services Manager
at CH2M HILL

Nathan Corser, AIA, LEED AP™

Design Principal at IDC Architects

"I had the pleasure of working with Mary for many years on both project and proposal work in support of IDC Architects. She brought to our every endeavor together an experienced and passionate graphic eye. Her approach, perspective and hard work were always an essential and invaluable part of what we have produced at IDC Architects. I (we) will miss her skill and support here"

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David Krick, PE
Director of Technology at CH2M HILL

"I'd like to recommend Mary based on the outstanding support she has given me as a graphic designer on multiple occasions. As Director of Technology I have no shortage of interesting ideas but I sometimes struggle to "get the concepts on paper" so they can be effectively communicated. Her work is top-notch and her attitude is fantastic and very professional.

Kirsten sommer
Chemical Engineer at CH2M HILL

"Mary is a highly competent graphics designer who appears to love her work, she very efficiently produces professional presentations and graphics from my hand-scratch concepts, proposes graphical approaches that help communicate my ideas more clearly, supports tight deadlines happily, and is a real joy to work with. Mary has a great work ethic and excellent interpersonal skills, which help her apply her fabulous graphical skills with minimal direction. I'm a big fan of Mary's professionally and gladly provide this endorsement of her."

"Mary's ability to develop marketing materials and graphic designs made a significant impact to the Business Development group at CH2M HILL in securing many projects won over 8 years."

Andy Whitworth
Program Director
at M+W Group

Jeff Loeb
Project Manager at CH2M Hill

"Mary is simply terrific. Great listener. Engages her customers as partners in the creative process. Her work is beautiful and always fits the need. It's an easy call to reach out for her help."

"I am senior engineer and technologist with CH2M HILL and have published several articles and prepared a variety of seminars for conferences. Mary has provided me with all the graphics support. She has the ability to illustrate technical items adding clarity and presentability to the publications. She has the vision and ability for making the final product to look professional"

Timothy Kuhlman, PE
Electrical Engineer at CH2M HILL

multimedia+
graphic

read more on
LinkedIn!



illustrating
the concept

Brand Development

Nathan Corser, AIA, LEED AP™
Design Principal at IDC Architects

"I had the pleasure of working with Mary for many years on both project and proposal work in support of IDC Architects. She brought to our every endeavor together an experienced and passionate graphic eye. Her approach, perspective and hard work were always an essential and invaluable part of what we have produced at IDC Architects. I (we) will miss her skill and support here"



Part of the value I added to CH2M HILL was in creating a branding scheme for material ranging from all aspects of business development through project deliverables in both Microsoft Office software and the Adobe Suite.

Concept Design

David Krick, PE
Director of Technology at CH2M HILL

"I'd like to recommend Mary based on the outstanding support she has given me as a graphic designer on multiple occasions. As Director of Technology I have no shortage of interesting ideas but I sometimes struggle to "get the concepts on paper" so they can be effectively communicated. Her work is top-notch and her attitude is fantastic and very professional.

A recent project that David is referencing was a instructional course designed to teach Project Managers how to use the strategic thinking process.

Divider concepts reflect the client's aesthetic and incorporate room for messaging

These cover concepts were created for a team in Singapore for submittal to a client. Due to the confidential nature of the client's project, no specific imagery could be located. Concepting the design relied on investigating the firm and project and finding a way to "emotionally" connect through local imagery and color.

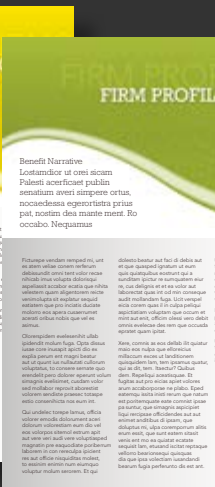


Photo Direction + Editing

"Mary combines her excellent artistic abilities with a high level of technical knowledge. She is extremely organized and has strong team leadership skills. It is always fun to work with Mary!"

Ed Barajas, LEED AP™
Senior Construction Manager
Preconstruction Services Manager at CH2M HILL



People for Sale

The goal was to elevate the perception of our staff in the marketplace.

After years of “making do” with badge photos and date marked snapshots combined with the occasional “impromptu meeting” photography, we hired a portrait photographer.

My role was to provide creative direction while attending the event, while encouraging clients to relax and show the world their personality.

I also “herded the cats” for the session, facilitating in-house appointments for leadership and client facing staff members.



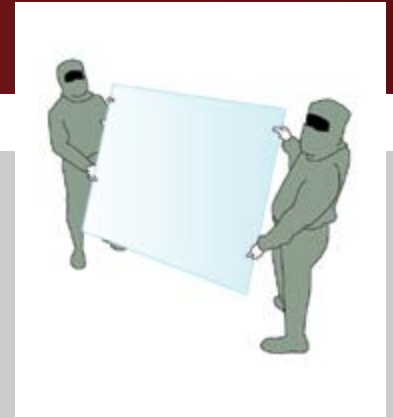
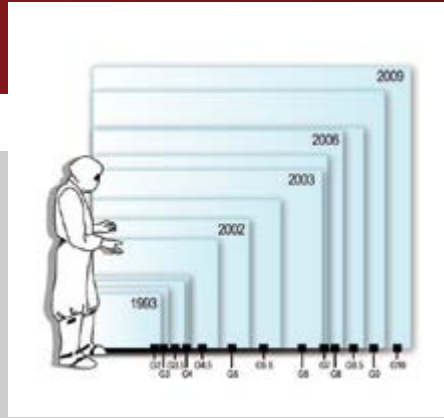
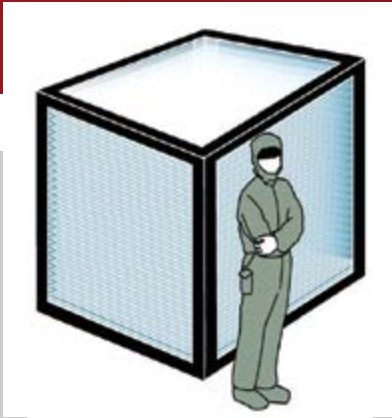


flattery
everyone needs a little

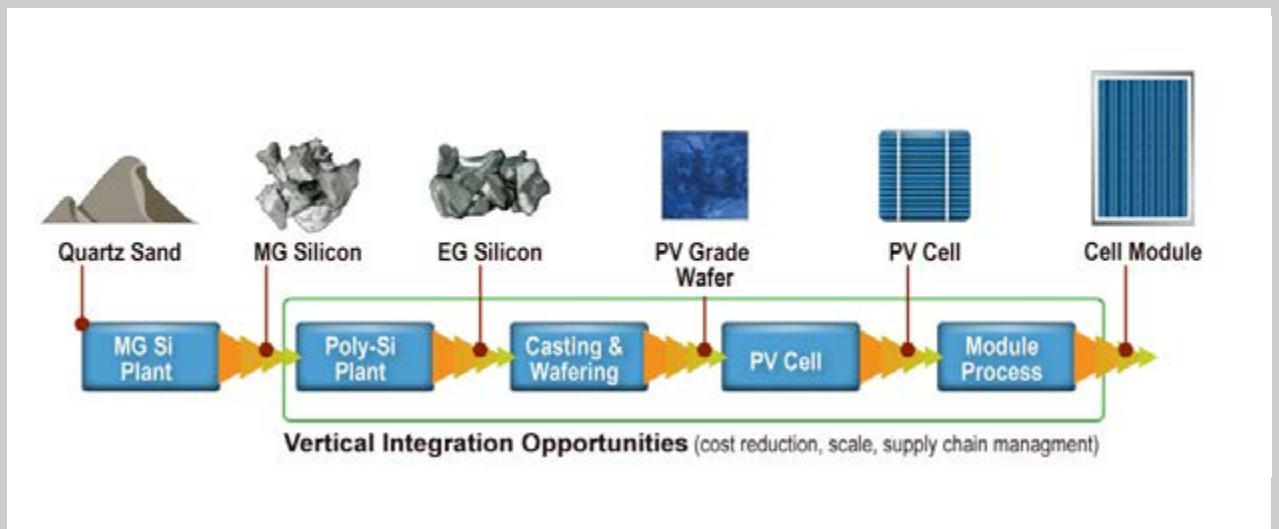
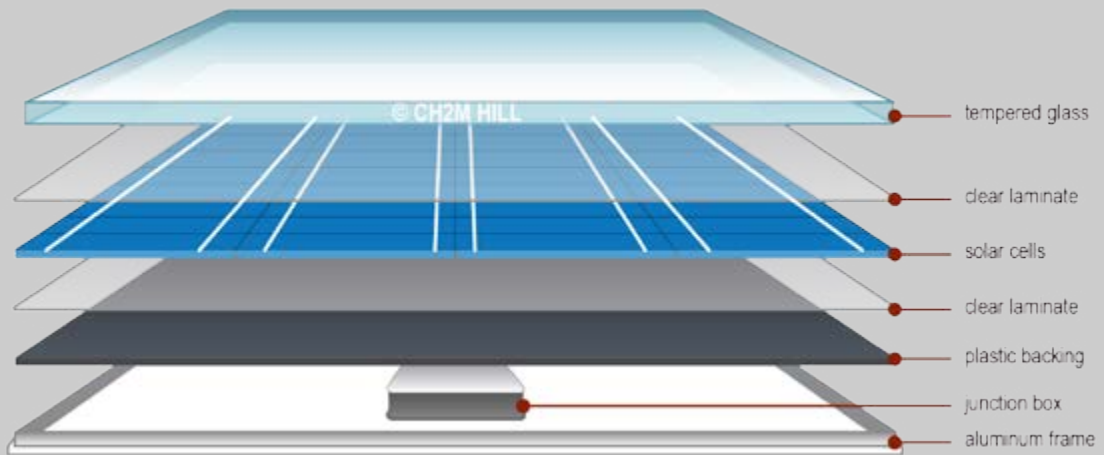
I help people put their best face forward.

see more
at coroflot!

Illustration



information graphics





as architect drew it



as estimating bid it



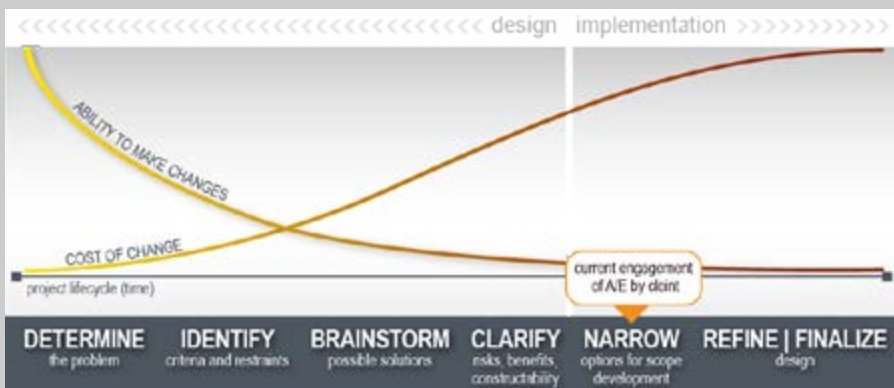
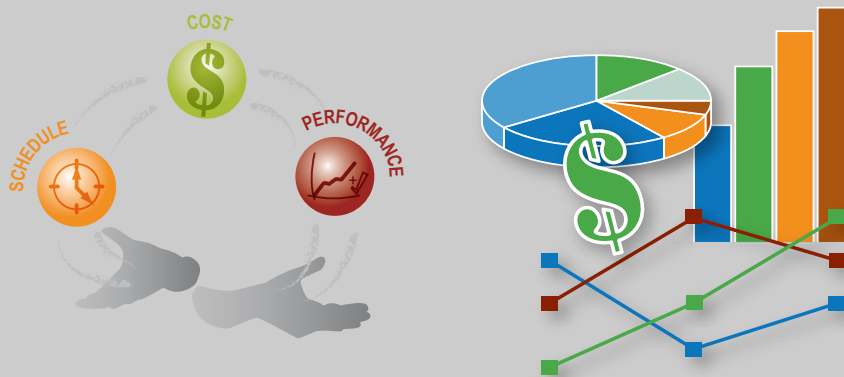
as engineering designed it



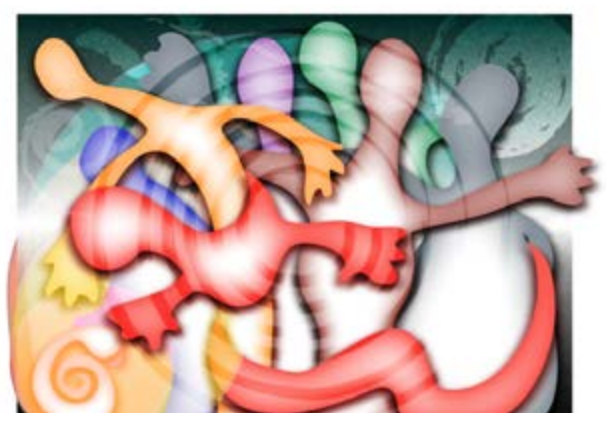
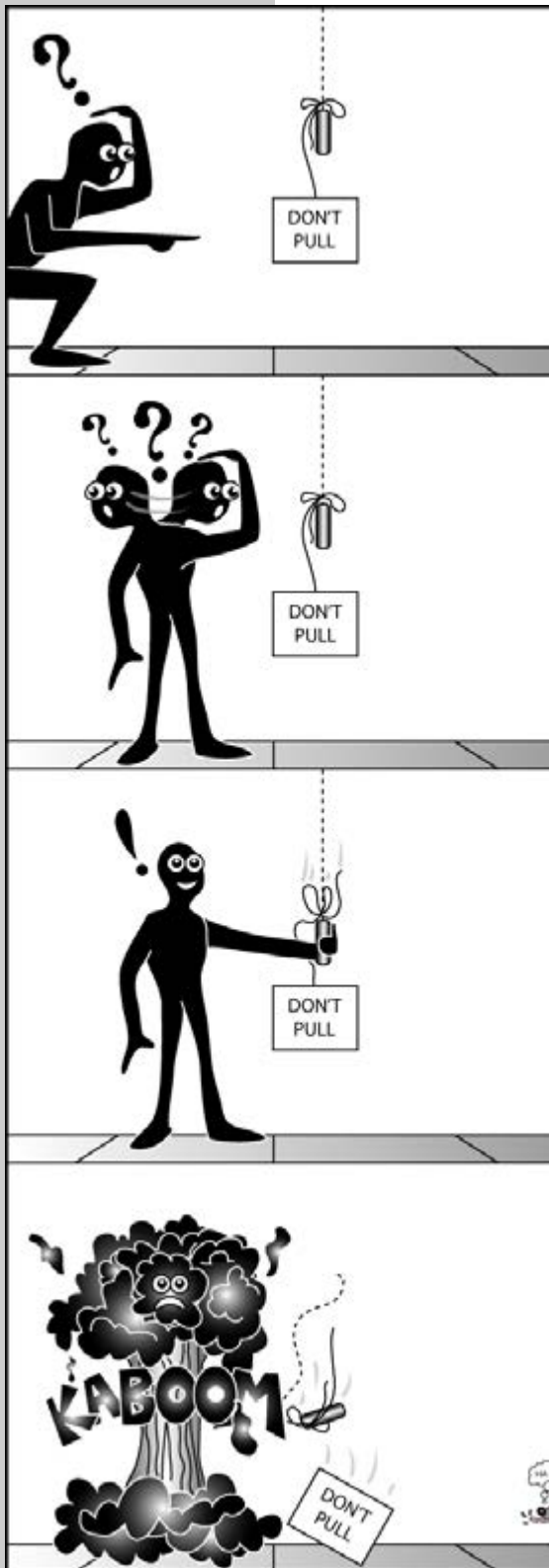
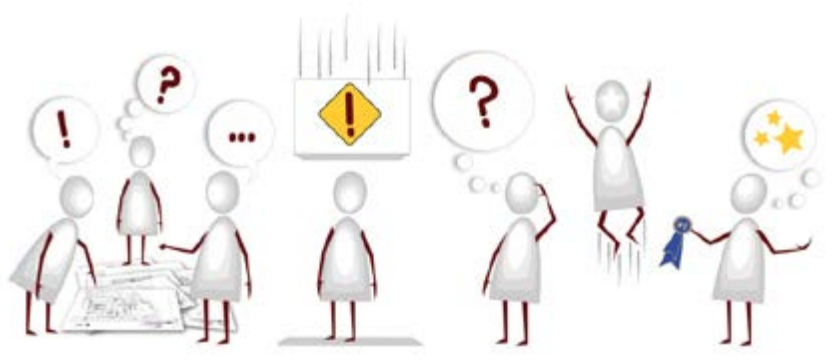
as field installed it



what the owner wanted

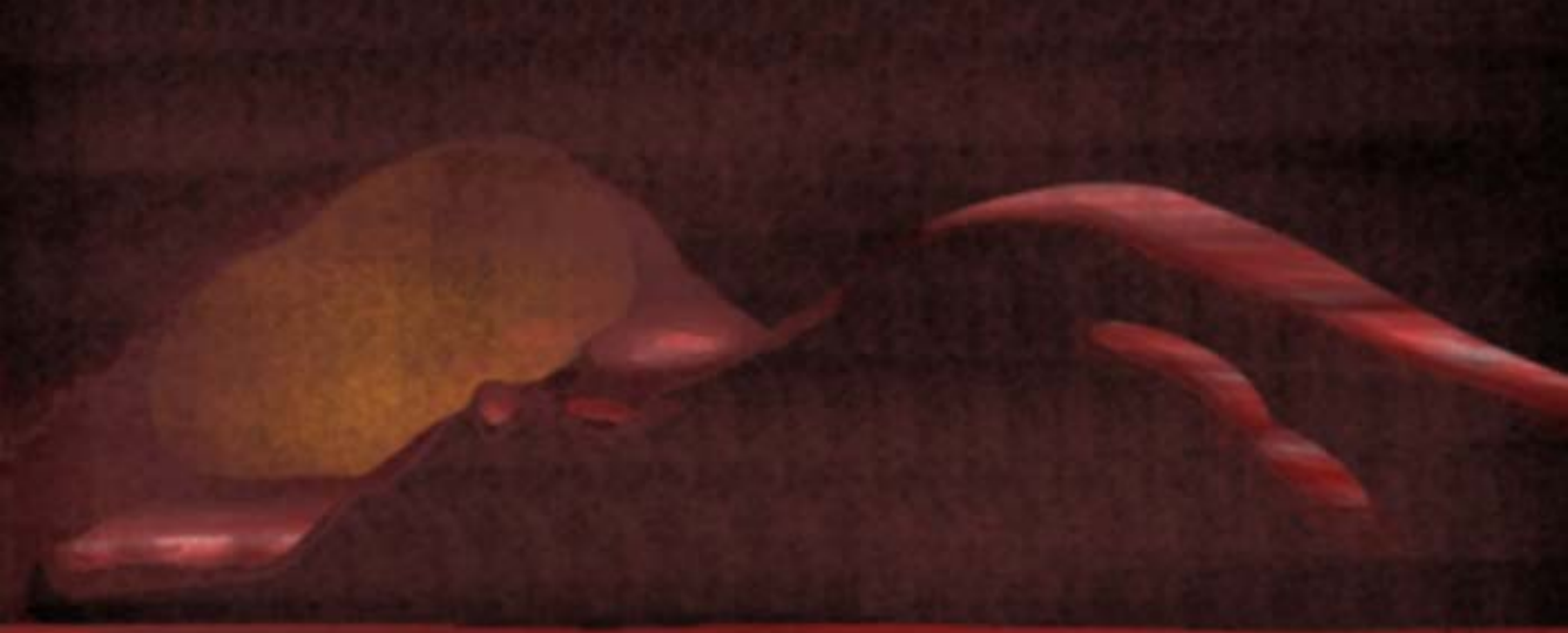


Adobe Illustrator





Adobe Photoshop





Handworks





"Whoooooo oooooo
yooooooo?"





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