

With excitement, I would like to express my interest in Design and Art Direction. My pursuit of Creative Direction work stems from my experience as a graphic designer and business owner working in many genres and leading teams to discover and express client's needs and advance the design of services in a well thought out way.

I began my career in the early 90's as a designer in the corporate world of Atlanta, GA. I worked for several large and small corporations creating user interface designs. I found this work extremely satisfying yet, was also very drawn to the healing arts for further training. In 2001, I returned to my home in Harrisonburg, VA to work as an art educator while I raised my children. Over that time, I helped found two businesses: *Wholistic Wisdom Healing Arts* and *CedarStone School of Massage*. I now have 25 years of experience as a designer, writer, marketer, collaborator, business owner, service provider and user of all media.

In all my endeavors, I intend to optimize the *User Experience* through clear content, simple navigation and dynamic design. I believe that my strong commitment to research, interest in psychology and passion for design make me an ideal candidate to join any team. As an applicant, here's what I could immediately bring to the table:

*An effective Collaborator:* I am the initiator, the inquirer, and the often the glue of a team as a fearless communicator. I am also able to showcase these abilities as a leader of graphics teams working on deadlines, a freelance designer teaming with different industries and as a manager of staff and teacher of students in private and public business.

*A disciplined Organizer:* I display my careful approach to cohesive organization by creating and cataloging photos, videos, maps and educational materials as well as organizing photoshoots for the following companies - Apogee Interactive, AT&T, Home Depot and Delta Airlines. I coordinated people, equipment, content and even furniture by looking at the flow and creating a clear path. From teaching to managing businesses, I reorganized regularly, cleaned out computer files, created systems of cash flow and scheduling in order to keep optimum efficiency.

*A creative Problem Solver:* Through active listening, recognizing patterns and a sharp intuition, everything I have engaged in so far has been driven by my keen interest in understanding and helping people solve problems. Even as a designer, I make sure to dedicate some part of my day to helping others. It is this passion that has driven every one of my career decisions thus far.

I look forward to contributing my skills and experience and hope to have the opportunity to speak with you further about how I can be an asset to your team. I'm looking forward to scheduling an interview at your earliest convenience.

Sincerely,  
Jodi Sattva