

# Phyllis J. Utter

graphic design & production management

## PROFILE

Creative, detail-oriented graphic designer and production manager with extensive experience in collaborative editorial environments. Skilled in layout design and conceptual development, with advanced expertise in file preparation. Experienced in managing projects from concept to final output, coordinating with vendors and contractors, and delivering accurate, deadline-driven work in high-volume publishing environments.

## EXPERIENCE

### *Graphics Manager*

Vertical Aviation International | 2007–2026

- ▶ Served as lead layout artist for quarterly association magazine for 18+ years. Implemented and managed collaborative editorial workflow using InDesign/InCopy. Managed contract photographers, photo editors, and freelancers. Reviewed all advertising ensuring paid contracts were fulfilled
- ▶ Designed and produced a wide range of high-impact print materials including brochures, marketing collateral, event badges, certificates, business stationery and large-format output, as well as digital assets including app graphics, web banners, and e-marketing graphics
- ▶ Managed production and delivery of conference publications and event materials for major annual expo, consistently meeting aggressive deadlines and production schedules
- ▶ Supported organizational branding initiatives through consistent visual identity, typography, and publication design across print and digital platforms
- ▶ Managed relationships with print and mailhouse vendors, negotiating services and overseeing production from proofing through distribution
- ▶ Supported the production of daily e-newsletters and member communications, collaborating closely with staff to meet tight deadlines

### *Director, Web Services; Graphic Designer*

American Financial Services Association | 1999–2007

- ▶ Managed large association website, coordinating and publishing content
- ▶ Designed and maintained conference microsites
- ▶ Produced weekly e-newsletter and monthly web newsletters to support member engagement and communications
- ▶ Designed a wide range of print and marketing materials, including annual reports, brochures, programs, signage, packaging, flyers, and stationery
- ▶ Negotiated and coordinated print production services

### *Prepress Technician*

Composition Systems, Inc. | 1997–1999

- ▶ Developed expertise in prepress production, preparing files for commercial printing and ensuring high-quality output

## CONTACT



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## SKILLS

Production management, print procurement and vendor selection, contractor oversight

Print design including long-document layout and editorial workflows, file prep and troubleshooting, photo and image manipulation and retouching

Graphic design for social media, web, and email marketing; website CMS experience and hand-coding HTML/CSS

Proofreading, copyediting, content refinement/messaging

## CERTIFICATIONS

Adobe Certified Professional: Visual Design (InDesign | Photoshop | Illustrator)

## EDUCATION

### **Certificates, Graphic Design and Web Design**

Earned 21 CEUs in each program with A/A+ grades in all courses  
Sessions College for Professional Design

### **Bachelor of Arts, English**

Honors College Graduate  
University of Southern Mississippi