

## A Let me introduce myself.

Hello, my name is Janette Louden.  
I live in Wisconsin, USA.  
I am originally from England.  
I work as a freelance illustrator and graphic designer.

**Do you think I still have an English accent?  
How many people do you know from England?**



## B Qualifications.



During the second revival of Doc Martens in the 1990s, I attended North East Worcester College in [England](#), where I studied [2/3D Visual Communication](#) (Associates degree).

**What fashion items are you wearing for the 2nd or 3rd time around?**



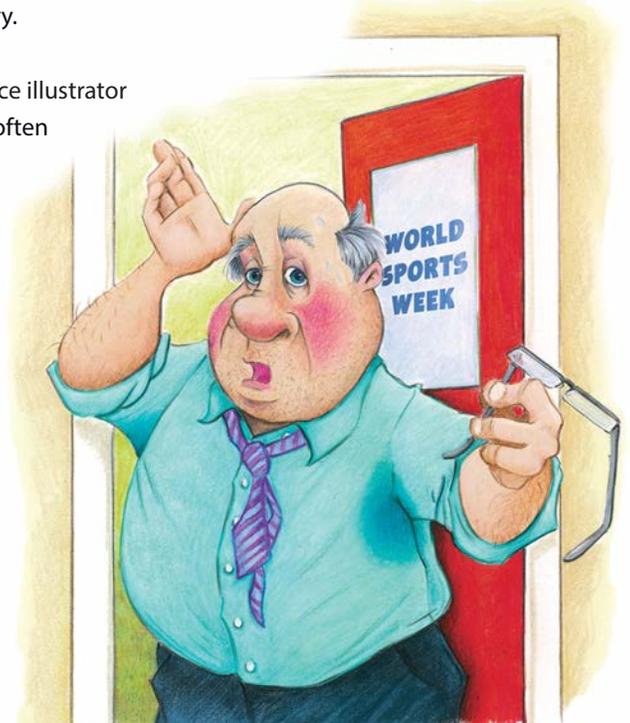
## C Work History.

I started my career as a graphic designer at Gough Advertising, in the UK. After two years, I moved into publishing at [Garnet Publishing](#), near London. Initially employed as a graphic designer, I worked on [book layout and jacket design](#). Their educational department required hundreds of illustrations for the vast amount of pupil's, work and teacher's books they produced, and I was given the opportunity to illustrate for them. Illustration had always been my passion and I pursued this opportunity enthusiastically. As a result, six years later, I was their sole in-house illustrator and producing about 75% of their artwork, from spot illustrations to a complete picture dictionary.

In 2004, I moved to the USA. Since then, I have worked as a freelance illustrator and designer. I gained contracts with [Macmillan Education](#) which often involved following a lead illustrator's style as well as using my own and became a skilled copycat artist.

I mostly illustrated picture books for an author in the UK, who wrote stories with an educational purpose, and I saw many of my characters turned into toys being used all over the world. To date, I have illustrated 17 children's books.

Graphic design and illustration are equal parts to my work. I like the contrast and variety of drawing a man with sweaty armpits one day, to designing an ad for a high-end shirt company, appearing on the jumbotron at a Minnesota Wild game the next! I love my work.



## D Publications and Clients.



### 1998 IN-HOUSE GRAPHIC DESIGNER AND ILLUSTRATOR

- 2003 **Garnet Educational Publishers, UK** - Layout, design and illustration for multiple Pupil's, Work and Teacher's books for Primary Education. Using Quark, InDesign, Adobe Photoshop, Illustrator and Acrobat for Mac. Using a Wacom tablet and Cintiq.

### 2004 FREELANCE GRAPHIC DESIGNER AND ILLUSTRATOR

**Macmillan Education UK** - Digital illustrations for Middle School Pupil and Work Books.

**Story Sacks and Red Robin Publishing, UK** - Traditional and digital illustrations for 13 children's picture books. Illustrations for a 25 book Math box set including artwork for toys, games, work sheets, teacher aids, DVDs, and play mats. All work produced using Photoshop, Illustrator, color pencil, ink and watercolor.

**Self Publishing** - Illustration, layout, design, and print prep for five children's books by self-publishing authors.

**Aha Studios, WI** - Conversion of licensed character jpg files into Vector art for use in animated hand-held games.

**Abracadoodle, MN** - After school art teacher

**Hammer Made, MN** - Design for marketing including brochures, mailers, in-store graphics, promotional material, photo retouching, magazine and digital ads, creating print ready files, weekly e-blasts using Mail Chimp, and animated gifs.

**Present Westwords Consulting, WI** - Part-time graphic designer and illustrator for all manner of marketing material for digital and print for a wide range of clients.

**Freelance Artist** - Completing commissions and work for gallery shows. Volunteer graphic design work.

## E What can I do?

I am a self-taught artist with a passion for learning new styles and techniques. As a result, I have a diverse portfolio of work produced traditionally and digitally. Totally adaptable to different styles—even if that style is not my own—my illustrations can be realistic, cartoony, technical or whimsical; in watercolor, pencil, ink, Prismacolor, Photoshop or Illustrator, using a Wacom Intuos tablet or Cintiq.

As a fairly accomplished artist in my personal life also, I am heavily involved in my local art community, regularly displaying work at gallery shows. I am a partner at Left of the Lake Gallery in Kenosha, WI and volunteer as a graphic designer for Left of the Lake Magazine, as well as providing design services for the other local art galleries.

My varied experience, from educational illustration to corporate design, and passion for art means I have a broad range of creative skills. Working in-house for eight years, then freelance for fourteen, has provided me with a unique opportunity to experience different sides of the production process and I believe that makes me a better communicator in each area, whether working solo or in a team.

### How would you like to contact me?

- A. Through my website: [janettelouden.com](http://janettelouden.com)
- B. Email: [janettelouden@yahoo.com](mailto:janettelouden@yahoo.com)
- C. Phone: 763-258-6425

