

Evelyn Bigelyaizen

Portfolio

# Resume

Evelyn Bigelyaizen  
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## EDUCATION

*Bachelor of Arts in English (Literature, Criticism, and Theory)*  
*University of California, Davis, March 2012*

## SKILLS

- Thrives in a creatively-driven food service atmosphere— menu design, plate presentations, etc.
- Excellent written communication skills; Proficient in AP, MLA , APA style
- Proficient in all Microsoft Office software
- Adept at Adobe Illustrator and InDesign

## CURRENT PROFESSION

SUBWAY SACRAMENTO, CA (October 2013 - Present)

### **Business Consultant**

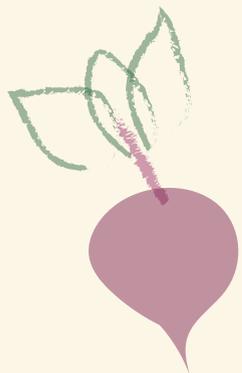
- Increased restaurant profitability up to 150% by lowering costs and boosting sales through monthly consultations at two to three stores per day: conducted operational evaluations, create and implemented marketing plans, performed business analyses
- Planned, organized, and promoted restaurant grand openings and special events, including the third most successful in territory history
- Introduced and implemented multiple technology initiatives developed to increase business management efficiency; trained over 80 franchisees and managers to transition to new Point of Sale software – part of one of the largest technology conversions in the world

# Digital Illustration



I constructed this Samsung Galaxy S6 phone in Adobe Illustrator as my first design project. The goal of this project was to create a digital object using geometric shapes. This project also explored the use of shadows and gradients.

Illustrator CC

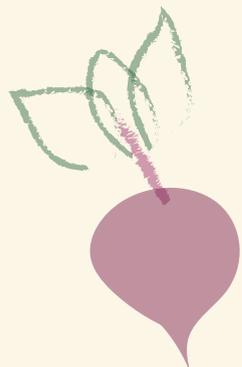


# Interior Design



I used the pen tool to draw the outlines of this Japanese tea room. I then filled the shapes with a complimentary color scheme. This project heavily focused on gradients as well as the use of light and shadows.

Illustrator CC

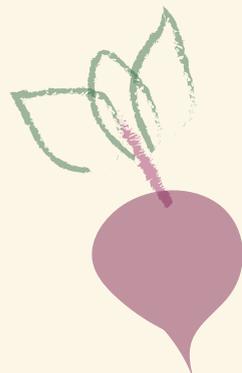


# Logo Design



This is a logo, sign, and business card I designed for a Thai restaurant. This project incorporated the pen tool, brush strokes and type. The dragon boat floating in the soup bowl is a play on the historic Titanic ship.

Illustrator CC

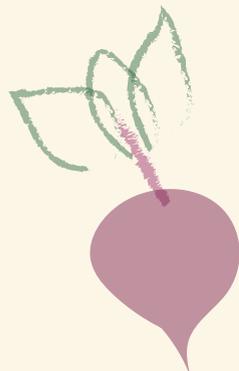


# Webpage Design



I designed the logo and homepage for my food blog, "Roots and Marrow." I used the trace tool for all of the images except the logo. The goal of this project was to achieve a strong visual hierarchy of information for the audience to easily navigate the website. This food blog features foods from across the world, presenting the relationship between food and culture and encouraging people to get out of their comfort zones and experience new foods.

Illustrator CC

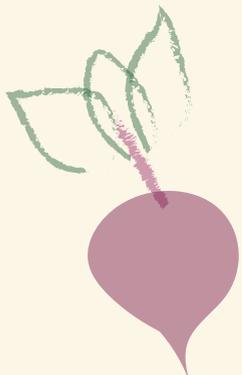


# Big Sur, CA



This is a photo of the Kirk Creek campground in Big Sur taken during a beautiful sunset. I took this photo using my phone camera and successfully captured the vibrant purple hue projected by the sunset. This photo embodies the *sublimity* of nature.

Photography



# Humboldt, CA



I aimed to capture the *mystery* of nature through this photo of Baker Beach in Trinidad, CA (Humboldt County). The overcast landscape contrasts the vibrant sunset in the previous photo. This photo was shot with a phone camera.

Photography

