


youthbusiness  
: ALLIANCE

THERESA MARIE GALIDO  
GUEST SPEAKER  
OCTOBER 27, 2015

# INTRODUCTION

- My name is THERESA MARIE GALIDO and I am 36 years old.
- I am self-employed at my own company  TM design studio  
Interactive + Print + Branding
- My company is a graphic design studio. I design logos, websites, email campaigns, print ads and more!
- My role at TM DESIGN STUDIO is Creative Director
  - I work with clients to create designs that address their marketing needs

# MY CHILDHOOD

- I was born and raised in Aurora, Ohio – a small suburb outside of Cleveland



This is a picture of me at 3 years old hosting a tea party



This is a picture of me at 6 years old, I loved getting dressed up



This is a picture of me at 12 years old during my first trip to CA

# MY FAMILY

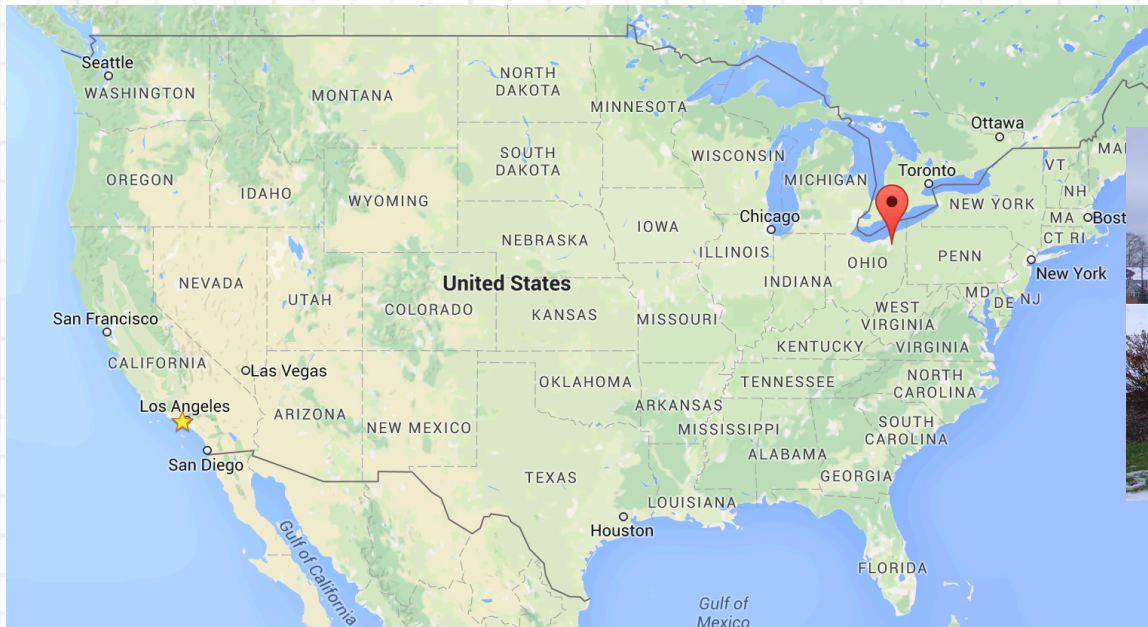
- I'm an only child and was raised by my mom after my parents got divorced. I was always encouraged to use my imagination and get good grades.



This is a picture of my mom and I (with my artwork proudly hung in the background)

# MY HIGH SCHOOL

- I attended Aurora High School in Aurora, Ohio
  - There were only 100 students in my graduating class, and some of us even started pre-school together!



# HIGH SCHOOL

- As a high school student I was a mix of a rebel and an honor roll student, and loved art class



# HIGH SCHOOL

- Things that I really liked in High School were:
  - Art class!
  - Going to concerts
  - Summer vacation

# HIGH SCHOOL

- Things that felt difficult or challenging for me while I was in High School were:
  - Conforming – I didn't like following the “status quo”
  - Math
  - Waking up early



# HIGH SCHOOL

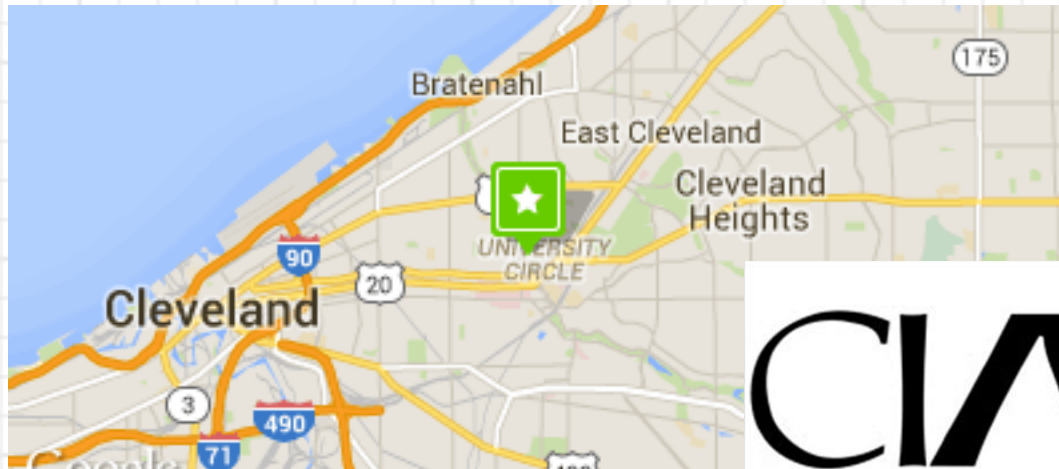
- Jobs I worked while I was in High School were:
  - I was a cashier after school and on the weekends at a grocery store

# GETTING IN TO COLLEGE

- The top few things I did to ensure I got into college were:
  - Maintain good grades
  - I attended a portfolio building class at The Cleveland Institute on Saturday mornings during my senior year of high school
  - Asked for letters of recommendation from my favorite teachers

# COLLEGE

- I attended college at The Cleveland Institute of Art in Cleveland, Ohio. It was a 5 year Bachelor of Fine Arts program and my major was graphic design.



**CIA**  
THE CLEVELAND  
INSTITUTE  
OF ART



# COLLEGE

## Things I enjoyed in College

- Being around other creative people
- Going to the art museum – it was across the street from campus

## Things I didn't enjoy in College

- The long commute
- The long hours – our studio classes were from 9am – 4pm with a break for lunch, followed by an evening academic class two nights a week

# COLLEGE

## **Favorite classes**

- Graphic Design
- Photography
- Sculpture
- Literature
- Creative Writing

## **Least favorite classes**

- Ceramics
- Painting
- Drawing

# COLLEGE

- Jobs I worked while I was in College were:
  - I reconciled expense reports at a computer consulting firm
  - I worked in a marketing department for a local aero-space company – sometimes I got to design marketing collateral or help work on the website, other times I had to do mundane things like sort industry magazines in the library
  - I started freelancing as a graphic designer for a nightclub during my 4<sup>th</sup> year of college, and got to work on fun projects like designing the club's logo and invitations for special events

# COLLEGE

- Things that felt difficult or challenging for me while I was in College were:
  - I lived at home for 4 out of 5 years to save money. The commute was about 45 minutes each way. I saved LOTS of money on student loans by doing this, and eventually met friends that lived on campus or nearby that I could stay with if we had a late night in the studio
  - Critiques of our work often felt harsh, so it was important to learn how to take feedback in a non-personal way and instead use it in a positive way to improve my skills

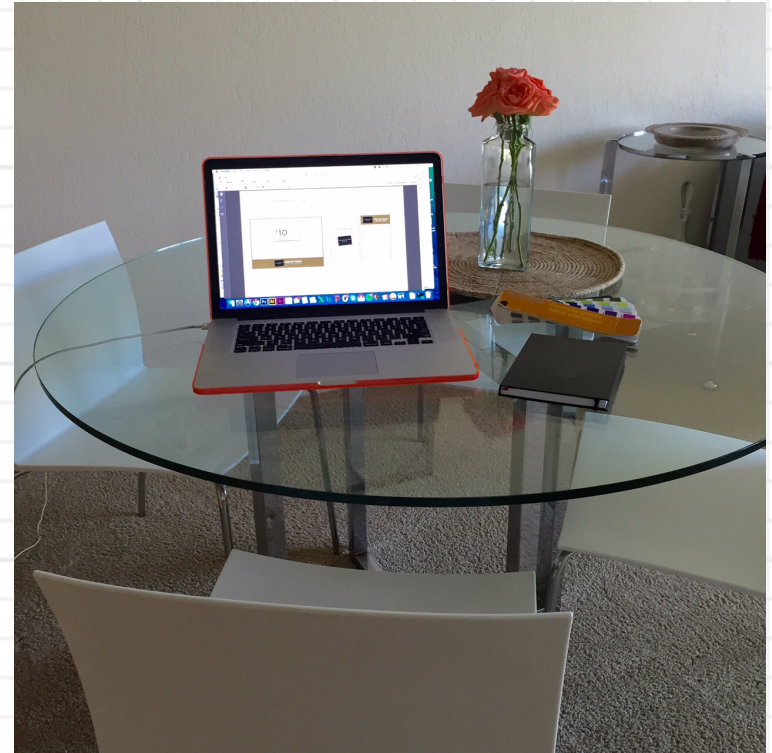
# GETTING A JOB AFTER COLLEGE

- The top few things I did to ensure I got a good job after college were:
  - Created an online portfolio of my work and posted it on a free job board for the creative industry
  - Used a recruiting agency
  - Reached out to companies with my resume and portfolio even if they weren't hiring



# THIS IS MY COMPANY

- Every day at my company:
  - I work on edits to existing projects and/or start new projects, send cost estimates for new projects, invoice clients, track my time
  - I work from home to save costs on office space, most of my clients are in New York or Minnesota, so I spend a lot of time on the phone and answering emails – it's important to be responsive when working remotely



# SOME OF THE BRANDS I WORK WITH

## kensie



**kensie**

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July 1st - July 5th

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EST. *Bass* 1876  
MAINE, USA



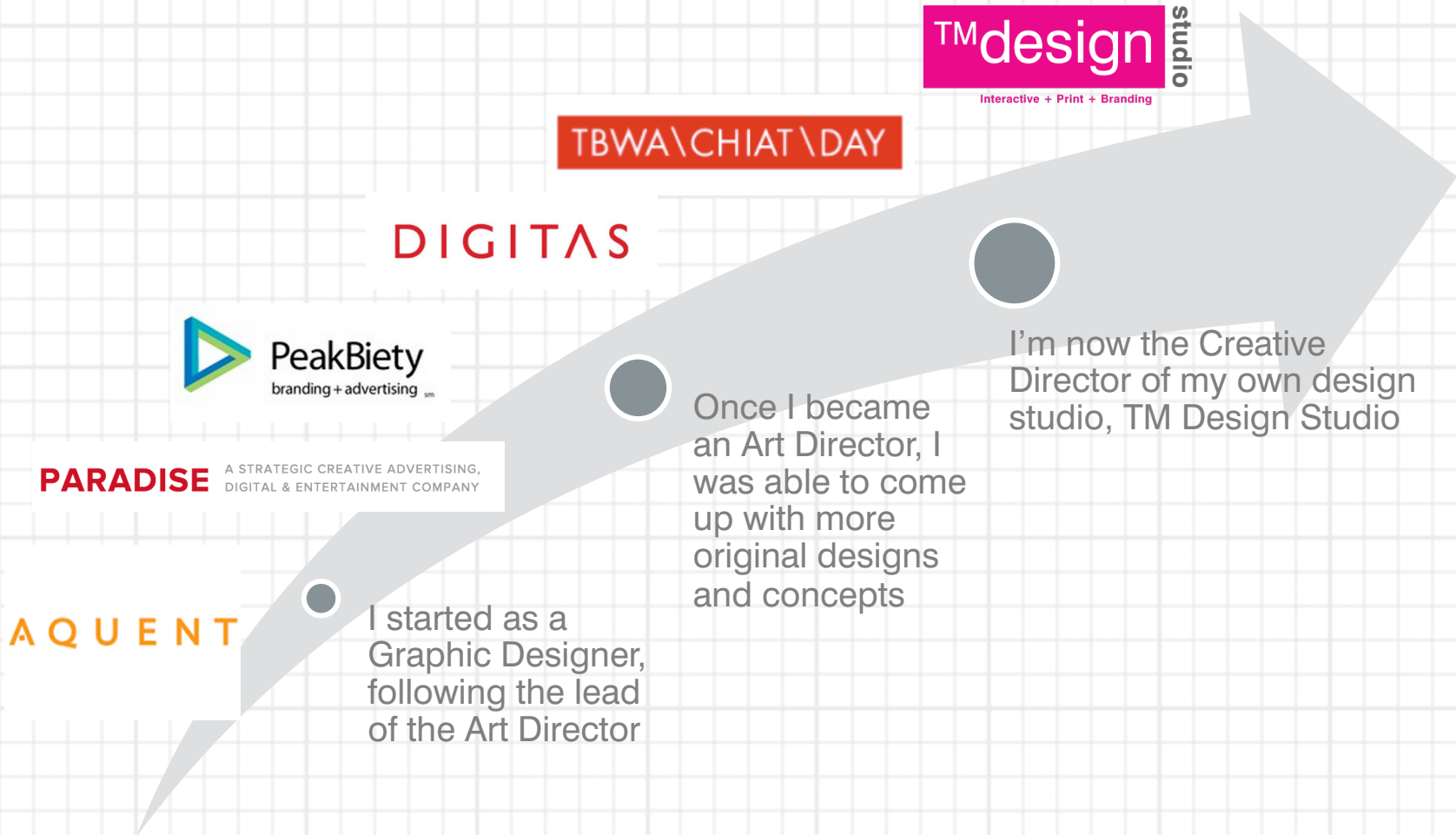
G.H. BASS & CO.  
EST. *Bass* 1876  
MAINE, USA

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# MY CAREER PATH



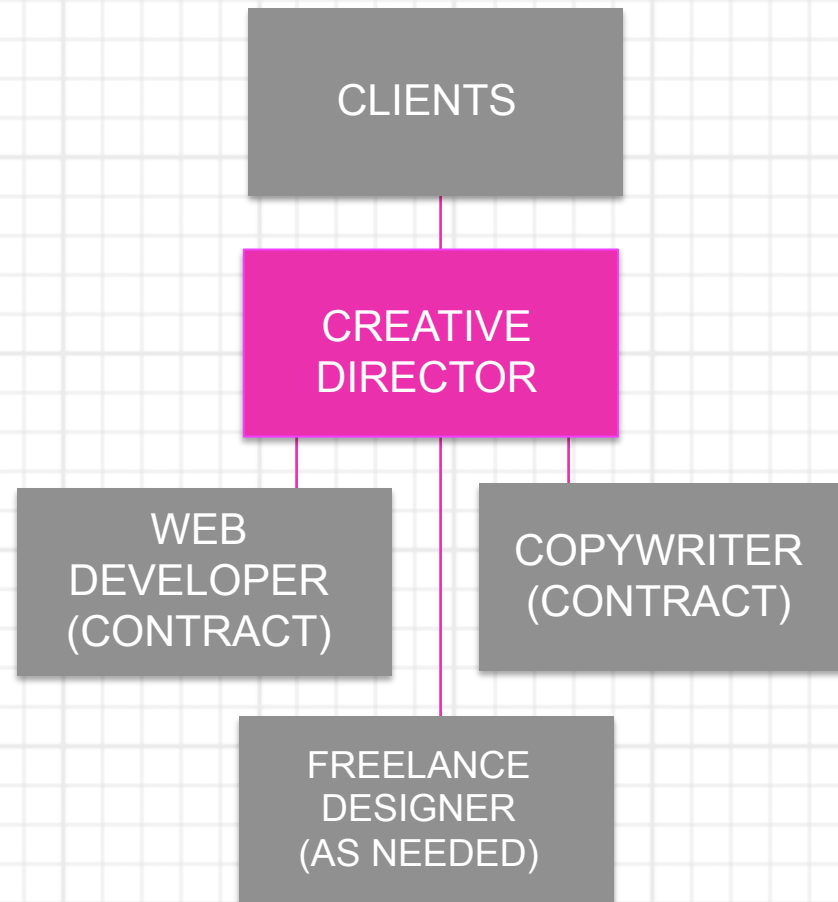
# MY CAREER

- The first job I had after college was:
  - I went to a recruiting firm called Aquent and got a “permalance” (long-term freelance) assignment as a graphic designer for a Lincoln Electric, a welding manufacturer
- The worst job I have ever had was:
  - It was my first job – I had hoped to get a job in an advertising agency but instead was in a very corporate culture. I had to punch a time clock in and out. Our boss was very strict about being on time, and he once sent me home (unpaid) because I was 15 minutes late to work during a bad snow storm. He lived farther away than I did and still made it in on time – his favorite saying was “being on time is being at your desk 5 minutes early”

# MY CAREER

- Challenges I have had to overcome throughout my career are:
  - Being in college you have lots of creative freedom, but after college you need to channel your creativity to meet the needs of the client and their marketing and brand strategy
  - When I first graduated the economy wasn't great, so it was hard to find a full time position – but I went to a recruiting agency and found a freelance position instead
  - Working in advertising was fast paced and long hours, but it makes you grow and become more confident in your work
  - Keeping a steady flow of clients – never put all your eggs in one basket as marketing budgets can change

# MY ROLE WITHIN ORGANIZATION



# COMPENSATION

**AIGA** Survey of Design Salaries 2014

## 2014 national median total cash compensation

	A-Z	\$
Account Manager		\$55,000
Account Services Director		\$80,000
Agency Creative or Design Director		\$100,000
Art Director		\$67,500
Chief Design Officer		\$104,500
Design Manager		\$75,000
Designer (print and/or web/interactive)		\$46,000
Executive Producer		\$85,500
Freelance contractor working through a staffing agency		\$54,800
Head of Production		\$75,000
In-House Creative or Design Director		\$75,000
Information Architect		\$85,000
Junior Designer (print and/or web/interactive)		\$40,000
Marketing or New Business Manager/Director		\$72,000
Mobile App Developer		\$70,000
Mobile Interface Designer		\$65,000
Motion Graphics Designer/Animator		\$60,000
Motion/Video Editor		\$51,300
Operations Director		\$76,000
Owner, Partner, or Principal		\$120,000
Producer (print and/or web/interactive)		\$55,000
Production Manager		\$65,000
Project Manager (print and/or web/interactive)		\$55,000
Self-employed working on my own (no employees)		\$60,000
Senior Designer (print and/or web/interactive)		\$62,500
Social Media or Online Community Manager		\$40,000
Strategy Director or Design Strategist		\$100,000
Usability Analyst / Researcher / Engineer		\$65,000
User Experience Designer		\$80,000
Web Content Strategist		\$55,000
Web Developer (front end/interface systems)		\$58,000
Web Programmer/Developer (back end systems)		\$65,000
Web-based Rich Media and Motion Graphics Developer		\$60,000
Writer/Copywriter		\$58,700

# MORE THAN JUST WORK

When I am not at work I like to:

- Exercise – running, pilates and yoga are some of my favorites
- Hiking
- Hang out with friends
- Travel
- Go to the beach
- Cook



Point Dume in Malibu is one of my favorite hiking spots



# DO IT ALL OVER AGAIN?

- If I could talk to my high school self, what would I say?
  - Believe in the saying “when one door closes another opens” – see every challenge as an opportunity
  - Establish good credit. I got my first credit card in college and it helped me later when I started my own business. Creditors will look at your personal credit when you apply for a business loan or credit card.

# QUESTION AND ANSWER