



Wendy Wood

Creative Strategist / Visual Storyteller / Speaker

Recognizing the need for a more efficient and collaborative creative process, Wendy founded Wendy Wood Design in 2009. Her ability to craft a visual story and manage multiple projects, team members and deadlines adds immediate value for any marketing team looking for real results.

Building on her extensive career with small design studios and large corporations, Wendy has experienced how different processes and approaches serve different business needs. She translates this knowledge into presentations and workshops that reveal insights and strategies around elevating your brand (and why it is essential to business) and how to communicate with creative professionals. Her presentations motivate participants to take action and get results. Deb Siegle, Principal, Strategic Marketing Solutions raved, "Wow! Wendy's leadership helped us focus and prioritize! She exceeded expectations and accomplished so much in such a short time-frame."

Wendy works in San Carlos, CA — conveniently located between San Francisco and the heart of Silicon Valley — and collaborates with clients nationwide.

After hours, Wendy enjoys painting, cooking and kayaking. An avid reader, dog-lover and enthusiastic baseball coach to her two sons, Wendy loves getting outside and spending time with family.



Testimonials

"Wow! Wendy's leadership helped us focus and prioritize! She exceeded expectations and accomplished so much in such a short time-frame."

– Deb Siegle, Principal, Strategic Marketing Solutions

"Whether it's an initial concept through final art for a consumer packaging project, a trade-show display with supporting collateral, or creation of web-based design assets, Wendy brings a strategist's approach and a keen visual aesthetic to the job to deliver results that are nothing short of outstanding. Whenever I work with Wendy, I always appreciate her collaborative style and her ability to quickly turn complex ideas into exceptional visual expressions that tell the marketer's story. I give Wendy my highest recommendation; you'll be well-served to partner with her on your next creative project."

– Clay Lingo, Vice President of Marketing, Green Beans Coffee

"Wendy has been a valuable asset to our external design resources. She is completely reliable and always follows through with her detailed work. Through the process, Wendy is collaborative and communicative on what she delivers and always meets her deadlines."

– Donna Weeks, Senior Art Director, Agilent Technologies, Inc.

"Wendy Wood developed the branding for my new company, Ruckus Partners. She employed an excellent process to identify the core values of the brand. She developed a logo, color palette, look and feel that captured how we wanted to present the firm. She did a great job and I look forward to working with her again!"

– Laura Parmer-Lohan, Founder, Ruckus Partners

"I've worked with Wendy Wood over the past 10 years and am consistently impressed by the high caliber of her work. She is completely reliable, easy to work with, and highly organized. I wouldn't hesitate to recommend her – for both her creative talent and project management mastery."

– Stephanie Larsen, Global Catalog Production Manager, Pottery Barn Brands, Williams-Sonoma, Inc.

"Wendy is the go-to strategist for local bay area companies looking to expand and renovate their brand. You get big agency results, small agency accessibility and the creative expertise that comes with working with the owner. Her local knowledge also gives her a great advantage in the work she does. Her strongest trait is being transparent and having flexible, open work flow/communication. We solidly recommend Wendy Wood Design."

– Ricky Chu, CEO and Co-Founder, Rayco Energy



Testimonials, continued

"Wendy is an ace designer! Her level of experience, speed, and nailing the design round 1 is a rare talent. She was instrumental in working with us at Shutterstock on social, display and video. Juggling multiple projects and channels, always with a smile. She's the first person we call when we need contract assistance! Thank you Wendy."

– Cara Araneta, Multidisciplinary Designer and Managing Art Director, Shutterstock, Inc.

"A little over one year ago I contacted Wendy to re-design my website. As a stylist my web-site is a very important tool for attracting new clients. Thanks to Wendy I have a gorgeous showcase for my work! A new client from New York recently commented on the elegance of my site and mentioned that it helped distinguish me from other candidates they were considering."

– Cindy Chesney, Prop and Bed Stylist, Chesney Style

"Almost every time I hand someone my business card, they say "Oh, what a great logo." Thank you, Wendy, for creating such a great identity for my company."

– Kristin Baier, CEO / Creative Director, Persuations eLearning

"Wendy is a true design professional. She has a talented eye for fresh, clear designs that support core marketing messages. Her strong editing, communication and organizational skills kept our project on track, and she was a pleasure to work with from beginning to end."

– Maricris Briones, Writer, Marketing Communications Specialist

"Wendy is a talented graphic designer who has consistently delivered great results for Palomar and its clients. She brings creativity and a great eye to projects, as well as a good understanding of what a client likes and needs in design for collateral and other documents in a variety of media and formats, online or in print. It's a pleasure to work with her."

– Jeff Ferry, President, Palomar Associates

"Wendy is a wonderful designer. She listened to what we said, then used our comments as a springboard to provide a range of creative concepts to consider. She was very flexible and collaborative in working with our team. The final product was just what was needed. I would work with her again without hesitation."

– Susan Backus Wright, Resource Conservation Specialist, County of San Mateo

"Wendy's creative abilities are outstanding. Pair that with a high level of professionalism, integrity and efficiency and she makes graphic development easy and fun. I am impressed with the work completed, the thorough nature of the product and the overall look of the logo and other design elements Wendy created for us! Highly recommend!"

– Camron King, Executive Director, Western Labor Coalition



Testimonials, continued

"Wendy's work is so impressive—what a talent she has! I contacted her to design a key promotional flyer for my business. After giving her the rough content, she very quickly offered suggestions and insight that made sense for my intended audience. The final design was so much better than I could have ever imagined! I couldn't be happier. And I've received nothing but compliments on it since. I'll definitely be using her again!"

— **Christopher Wright, Founder & CEO, Quoria Foundation**

"Wendy is a creative, detail oriented and reliable graphic artist with a deep knowledge of her craft. Her talent lies in her ability to combine her design sensibilities with a fluency in business principles that time and again produce impactful marketing materials."

— **Lalé Welsh, Partner, JWC: NPO Strategy & Solutions**

"Wendy is a talented graphic designer who sat down with us immediately and was able to get a feel for what we were looking for in a logo for our event series. She created a wide variety of excellent samples to choose from on the day promised. Once we had selected our favorite look, she created a flyer to fit our logo that we'll be able to use over and over again. Wendy was a joy to work with and I would recommend her for any individual project. She set realistic expectations and then exceeded them!"

— **Megan Fluke Medeiros, Conservation and Development Manager, Sierra Club Loma Prieta Chapter**

"Wendy has an amazing eye for detail and can manage the catalog production process from beginning to end, and still maintain the creative vision."

— **Kim Eisenberg, Creative Manager-Pottery Barn Teen, Williams-Sonoma, Inc.**

"Hired Wendy for an illustration assignment on a recommendation and was very pleased. Wendy was very responsive, always pleasant and professional, and having an illustrator who is also a designer meant my layouts were kept in mind while creating the illustrations. That was a huge help in keeping the campaign design moving on a tight schedule. And, of course, the illustrations were great!"

— **Terry Scullin, Owner, Tminus1 Creative, Inc.**

"We consistently need to update marketing pieces and move them into the new brand system (and some into the 21st century). It takes a bit of interpretation, interpolation and the ability to make design decisions without a lot of hand holding. That's Wendy."

— **Jon Cervino, Brand Identity Manager, Brand and Customer Experience, Agilent Technologies, Inc.**