

GRAPHIC DESIGN

QUALIFICATIONS

- Experience in all phases of MEDIA and INDEPENDENT FILM. Can bring an idea from conception to finished product.
- Art Direction, Project Management, Design, Art Buying and Photo Research in Educational Publishing.
- Design and Art Direction of books, magazines and websites.
- Technical Skills: InDesign, Quark Express, Photoshop, Acrobat, Excel, Filemaker, Microsoft Word and CS3 platforms. Experienced in CS6 platforms, Dreamweaver, Fireworks and Digital Workflows (i.e. Documentum; Woodwing/Smart Connection) including client's proprietary databases.
- Knowledge and application of online SEO strategies, Social Networking techniques used in Marketing products.
- Team player, organized, keen visual sense, strong communication skills, maintains good relationships with colleagues and vendors. Gets job done within tight deadlines and budgets. Fully functional home office when necessary.

EMPLOYMENT

2012–2013

Oxford University Press Image Editor (Art Buyer & Photo Researcher)

Ordered all illustrations and photo research for an Oxford University Press Children's ESL Social Studies Visual Dictionary.

2003–Present

Pax Americana Productions, LLC Producer, Designer

- Co-Producer of BLUES BY THE BEACH, an award-winning documentary about a beachfront blues music bar in Tel Aviv, Israel. A suicide bomber blew himself up in front of the camera (see <http://www.bluesbythebeachfilm.com>). Designed/wrote/produced promotional and advertising for BLUES BY THE BEACH, along with producing an independent film (budgets, working with directors, editor, vendors, website production, DVD design, sales, accounting, raising money, etc.).
- DIARY OF THE CANNES FILM FESTIVAL (see <http://www.diaryofthecannesfilmfestival.com>).

Designed film DVD cover, label and website.

2011–2012

- NOVA SCIENCE PUBLISHERS – rebranded, redesigned the logo and the e-commerce website. The logo and website redesign has been approved and the website implementation is currently in progress.

2011

- A POET'S GUIDE TO THE BARS by Kenneth Sonny Donato. Book design, production, promotion. Also helped create book trailer and press release.

See Book Trailer: <http://www.youtube.com/watch?v=qsIL-SPmhyM>

2011

Oxford University Press Art Buyer

Ordered illustrations for a Children's ESL Educational Publishing program.

2010–2011

PreMedia Global Art Buyer

Design studio art buyer for a 2013 Social Studies textbook program. Ordered illustrations for the printed book and the whiteboard, which encompassed graphic novel-type interactive illustrations with simple animation.

2010

Project 2050 Consultant

Project 2050 is an agency specializing in youth-oriented branding, marketing, advertising, design and product development. Revised design, re-mapped out and copy-edited the company's website. See website: <http://www.p2050.com>

2004–2008

Bill Smith Studio Project Manager/Art Director

Handled all aspects of design and production from concept to printed pieces for textbook programs, ranging from kindergarten through high school. Provided art direction, worked closely with designers, art buying, and photo research. Collaborated with clients in developing books that satisfied creative and editorial criteria and met budget requirements and intense deadlines. Had daily contact with clients and vendors. Clients included: *Houghton Mifflin Harcourt* (California Intervention Anthology), *Harcourt Science*, *Hampton-Brown* (Writer's Work Kit), and *Holt, Rinehart and Winston* (Exprésate!).

1998-2003

Pearson Education Development Group Project Manager/Art Director/Designer/Art Buyer

Project Manager, art director, designer, and art buyer for textbook programs ranging from kindergarten through high school. Worked on projects from conception to final product (dealt with illustrators, vendors, color separators and mark-ups for releasing to print shops). Worked within budgets and intense deadlines. Organized and set up Illustrator files for PEDG.

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GRAPHIC DESIGN

1991-1998

MAGAZINE AND OTHER EXPERIENCE

EMPLOYMENT continued

Freelance Art Director/Designer/Art Buyer for several graphic design studios specializing in Educational Publishing. Studios include **CCI, Taurins Design Associates, TWinc, McClanahan & Company.** Design, art direction, art buyer, photo research and photo-setup.

- **Unique Homes** magazine (*a bi-monthly*) **Art Coordinator**
Hired and supervised freelance art staff. Design, production, coordinated photo & type for printing.
- **Freelance Artist** (*on off month for Unique Homes magazine, trouble-shooter Art Director on magazines*)
Magazines include: **Skiing** magazine, **Boating** magazine, **50 Plus** magazine • Set-up photo shoots, design, and production at many design agencies and magazines including **Modern Bride, Boating, Ladies Home Journal, Golf.**
- **Collector's Editions** magazine, **Miniature Collector** magazine **Art Director/Designer**
Concept for articles, ads, photo-shoots, design, production, worked within budgets and intense deadlines.
- **Panorama** magazine (*beginning staff of the 1st video magazine*) **Associate Art Director**
- **Dance** magazine and **After Dark** magazine **Associate Art Director**
- **RCI Computer Graphics** (*produced Arts magazine; numerous national publications, books & ad work*) **Designer**
- **Designer** of ads, brochures, catalogues, calendars, cookbook, clothing labels, albums – Agencies and Client list includes **Disney, Rubystreet, Banana Republic** and **Barron & Zaretsky** Design Agency.

EDUCATION

Participant in 2010 JumpStart NYC New Media Program at The Levin Institute, NY

Film Production classes at New York University Continuing Education and Professional Studies Program, NY

Design classes at Pratt Graphics Center, NY and the New School, NY

BFA from Maryland Institute College of Art, MD

AWARDS

Awards for design & art direction in the New York Book Show (Bookbinder's Guild) for the years 2001 and 2002.

Awards for documentary film BLUES BY THE BEACH in 2004, 2005 and 2006.

Awards for etchings in art exhibitions.

