

An interview with:

STACY SWEAT



Stacy Sweat a person who struggles day to day to make better Designs, with her experience as a professional **Graphic Designer**.

by Mireya Bautista

The Chicago Tribune's lead visual journalism editor for 13 years, and a designer at newspapers and magazines for more than 25 years, she is the principal of **STACY SWEAT DESIGNS**.

Stacy was a redesign consultant for the English language version of the Yomiuri Shimbun, Japan's largest circulation newspaper and has lectured on graphic design in Seoul, Korea, and Shanghai, China, as well as several universities in the United States.

What kind of job do you have now?

"Now I work by my self, I have my own company. In act my own studio in my house"

How much experience do you have?

"Approximately 32 years, I'm a web+print graphic design firm that provides a holistic approach using clean design and effective communication solutions for both print and digital environments"

What are your responsibilities for your job?

"I always have three things in mind:

Creativity, marketing and business.

Where did you study?

"I went to the University of Central Florida"

How do you feel when you do Designs?

"I love my job, I love my designs, and I love design publications.

What do you do for inspiration?

"I like to read the magazines CMYK and Print. Also I love taking photos, is very important to me. Also I like to travel, and of course I take lots of photos because you never know when you will need them"

How do you feel when you do Designs?

"I love my job, I love my designs, and I love design publications. Personally is a nice felling."

What are you interested in?

"I'm interested in: career opportunities, consulting offers, new ventures, expertise requests, business deals and reference requests."

What are you specialities?

"My specialties are integration of digital and print design which includes websites, annual reports, e-newsletters, print newsletters, magazines, e-blasts, online print brochures, marketing campaigns, logos, corporate identity, event design and informational graphics.

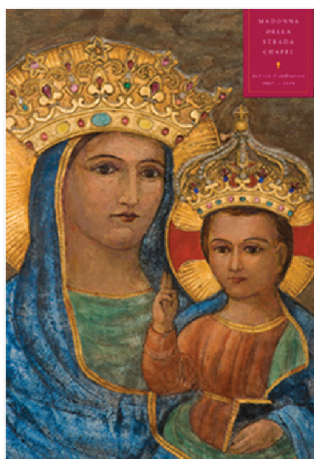
She is an internationally recognized award-winning graphic designer for publications, marketing and corporate communications and digital Design. Sweat Graphic Design firm that provides a holistic approach using clean design and effective communication solutions for both print and digital environments. Sweat's Clients include: the Art Institute of Chicago, Loyola University Chicago, University of Chicago, University of Illinois at Chicago, Adler Planetarium and the Greater North Michigan Avenue Association.

"Always keep your camera with you, because you will never know what would you see"

-Stacy Sweat



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1. CHICAGO ARTS DISTRICT
Brochure and map featuring more than event

2. LOYOLA UNIVERSITY CHICAGO
Design for the book to commemorate the reopening of the Madonna della Strada Chapel on the north campus

3. RIVER NORTH BUSINESS ASSOCIATION
Identity for community event, the Sleep Around Challenge

4. LOYOLA UNIVERSITY CHICAGO
Website Design for the Cuneo Estate, a venue for weddings and corporate events