

resume

1 objective

1 employment long-term

2 software

2 employment contract

3 operating systems

3 employment freelance

4 education



Objective

To put into reality ideas put into words

Software

**Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe InDesign, QuarkXPress,
Macromedia Dreamweaver, Macromedia Fontographer, Microsoft Office**

Operating systems

Windows, Macintosh

Education

University of Hartford : West Hartford, CT
BFA, Cum Laude: Visual Communications Design

Development of visual language systems for communication, emphasized practice, theory, methodology, and history as foundations of the discipline. Annual portfolio reviews, senior thesis project, and participation in final exhibition mandatory. Critical thinking and intellectual flexibility cultivated through studies in typography, type and image, information architecture, color theory, production, presentation and craft. Trained to adapt, excel, compete, and perform at industry speeds.

kids-apparel : color expert
July-oct 2005

Using edox software, calibrated color printers to accurately match pantone textiles to spot colors. Assigned intellectual direction in naming Reebok's 2007 Global Color Palettes. Collaborated with two departments to plan, design and eventually lay out a company-wide palette based on names, themes and seasons. Headed up production of palettes which required ordering fabric swatches, cutting squares and applying Velcro dots to over 100 boards that were distributed to every designer in the company.

 Bill Canter 781. 401. 7006
 Patricia Ng 781. 401. 5000

Senior Designer | Apparel Graphics
Design Director | Kids

Marketing Department: Signage and marketing specialist
dec 2004 - april 2005

Acted as creative resource for all visual communications needs of Broadway in Boston. Responsible for entire design process of printed pieces from design specs to layout to output. Designed full-page ads in Playbill & Panorama. Handled all Front of House and Lobby signage for Wilbur, Colonial and Opera House Theatres. Extensive projects included Marquee development and Banner design for the Opera House, Paramount front cases, Taxi Tops and Bus Sides for Phantom of the Opera.

 **Mary Ann Bagnoli** 617. 880. 2478

Production Coordinator | Marketing

Communications: concept web design, print management
august 2004 - October 2004

Task managed design, development and production of outsourced benefits packages. Sketched and presented initial design concepts. Applied final design to booklets, forms, 9x12 envelopes and #10 envelopes. Created mock-ups for delivery and review by clients. Prepared print materials for ordering by print purchasing manager. Proofed all stages of production; from color separations to press sheets to finished pieces.

Creative Services: catalog production, SALES DESIGN
march 2004 - june 2004

Engaged in a collaborative design of their new 700 page catalog as part of a 100 year anniversary event owing for 28% of its finished content. Utilized Adobe InDesign for high-end marketing collateral such as color brochures and catalogs. Interfaced with product management to ensure accuracy of catalogued information. Designed product specification sheets in QuarkXPress using CAD, PowerPoint and Word documents provided by the engineer.

- 1 John Meiczinger 508. 646. 3126 Director | Creative Services
- 2 Terry Medeiros 508. 646. 3122 Production Coordinator | Creative Services
- 3 Ken Kawa 508. 646. 3371 Product Manager | Lytecaster

Agency Placement: Production, Layout, Design
November 2005

Batching contact sheets using Photoshop automation tools. Assembled pantone swatches for color palette concepts. Helped in developing new concepts for Visual Platform redesign. Assisted in catalog layout.

1 Beth Kerner

Agency Placement: Art Direction, Concept Development,
Systems Design, Template Creation
january 2006

Re-branding assignment introducing new colors and logo to a set of information hand-outs; Design: chose layout, format and photos for inDesign templates and style sheets; Direction: regulated, task managed and prioritized production workflow; Production: corresponded with appropriate departments for edits, updates and approvals

Agency placement: Catalog Layout
March 2006

Repagination and layout preparation, setting up Quark files with section spreads, page numbers and content call out notes. Placing FPO boxes in codes to different departments or referencing content pulls from older catalogs.

1 Jocelyn O'Keefe

free agent requested: concept development, branding,
logo design, layout, print production
march-july 2006

Commissioned to design the newest addition in a series of stylized brochures highlighting selling points and specifications for custom engineered boats. A new mark was developed to market and establish a unified brand for the line of boats. Popular appeal for new color palette and branding for brochures led to assignment in identity redesign. Responsible for the creation, design, production, print ordering, finishing and delivery of all new businesscards and letterhead stationary.

1 Greg Beers

free agent requested: Design, Illustration, Presentation
march 2006

Volunteered time to help design a poem honoring animal rescuers to be framed and given as a gift with an award recognizing a foster care giver, hand-drew illustrations and incorporated imagery of our ferrets who were, coincidentally, former fosters of the award recipient