

SUMMARY OF QUALIFICATIONS

- **Enthusiastic, versatile graphic designer with experience in a wide range of situations ::** in-house corporate, design studios, ad agencies, and freelance for small businesses/non-profits.
- **Industries worked in ::** education, finance, healthcare, high-tech, music, publishing, and retail.
- **Past projects ::** advertisements, annual reports, brochures, calendars, catalogs, CDs & DVDs, data sheets, direct mail, identities/logos/stationery packages, magazines, newsletters, posters, presentations, signage, trade show exhibits/gifts, and web design/development.
- Effective at creating original concepts, as well as designing under direction.
- Designs show a strong command of typography.
- Exceptionally organized multi-tasker with a strong record of executing projects with efficiency and accuracy.
- Diverse experience base provides an ability to view any design problem from many different perspectives and create outstanding solutions.

RELATED SKILLS

- **Art Direction ::** photographers, illustrators, and junior designers
- **Print Management ::** vendor relations, buying, and press checking
- **Project Management ::** schedules, budgets, and client relations
- **Media Production & Management ::** photography, video production, shoot coordination, and vendor/contractor relations.

TECHNICAL PROFICIENCY

- **Platforms ::** Mac / Windows
- **Print Design/Production ::** Adobe CS3: Acrobat / Illustrator / InDesign / Photoshop
Microsoft Office 2007/08: Excel / Entourage / Outlook / PowerPoint / Word
Quark Xpress 5.0
- **Web Design ::** Adobe CS3: Dreamweaver / Flash / Fireworks
- **Web Development ::** XHTML 1.0 / CSS 2.0
- **Video Production ::** Final Cut Pro

SELECTED FREELANCE CLIENTS

- **Catalog Design/Production ::** Chabot College, Pottery Barn, The North Face
- **Magazine Design/Production ::** MacAddict, Games Business, Red Herring
- **Web Design/Production ::** Brodia.com, Monkey Yoga, Yoga by Vickie Russell Bell, Food Stamped: A Documentary Film, Lake Merritt Moms Group
- **Print Design/Production ::** Artistic Studios, California College of the Arts, Charles Schwab, Curium Design, Gumas Strategic Marketing and Advertising, Natalie Kitamura Design, Northern California Council for the Community (United Way), SBG Enterprise, now: The Brand Union, Vanderbyl Design, Xtelesis

EDUCATION

- **BFA Graphic Design ::** May 1990
Moore College of Art and Design, Philadelphia, PA

RELATED TRAINING

- **Web Development Classes ::** Fall 2007
ACADEMY X, San Francisco, CA
- **Video Production Classes ::** Summer & Fall 2003
BAVC - Bay Area Video Coalition, San Francisco, CA
- **Photography Classes ::** Spring & Summer 2002
UC Berkeley ASUC Art Studio, Berkeley, CA
- **Photography Classes ::** Fall 1997 - Spring 2003
City College of San Francisco, San Francisco, CA
- **Weekly Figure Drawing Studio ::** 1994-97, 2000-01
San Francisco Art Institute, San Francisco, CA
- **Photography Classes ::** Summer 1996
Toscana Photographic Workshops, Tuscany, Italy
- **Graphic Design Summer Program with Armin Hofmann, Paul Rand & Wolfgang Weingart ::** Summer 1996
Yale University School of Art, Brissago, Switzerland
- **Photography Classes ::** Spring 1993 - Spring 1996
San Francisco Art Institute, San Francisco, CA
- **Visual Thinking for Graphic Communications with Richard Wilde ::** Spring 1991
School of Visual Arts, New York, NY

MEMBERSHIPS

- American Institute of Graphic Arts
- Graphic Artists Guild

EMPLOYMENT HISTORY

- **Graphic Designer :: March 2010 - present**

Novartis Diagnostics, Emeryville, CA

{World leader in blood safety for the transfusion industry; creator of innovative diagnostics to detect, prevent and predict disease and to improve medical outcomes}

ACCOMPLISHMENTS:

- Responsible for all print design and production in the Global Marketing Department.

- **Graphic Designer :: April 2008 - present**

EmSpace Design, Oakland, CA

{Independent Graphic Design Consultancy}

ACCOMPLISHMENTS:

- Redesigned and produced a 168-page class schedule for a community college with over 15,000 students enrolled.
- Branded a prominent yoga instructor by redesigning her promotional materials and website.

- **Graphic Designer :: August 2009 - April 2010**

Taproot Foundation, San Francisco, CA

{Foundation strengthening nonprofits by engaging business professionals in service}

ACCOMPLISHMENTS:

- Pro-Bono Consultant developed a Visual Identity for The English Center, a non-profit organization in Oakland.

- **Graphic Design/Media Production Manager :: August 2004 - April 2008**

- **Graphic Designer/Photographer :: February 2003 - August 2004**

MedAmerica, Emeryville, CA

{Management Support Organization for a Nationally Recognized Partnership of over 1000 Physicians}

ACCOMPLISHMENTS:

- Designed and produced two award-winning annual reports that were sent out to over 2,000 hospital executives.
- Utilizing a strong attention to detail; caught several errors resulting in cost-savings and avoidance of public apologies/corrections.
- Discovered a way for employees to take video production classes for free. Purchased equipment that could be used for both photography and video. This resourcefulness enabled the establishment of in-house video and photo production, avoiding considerable outsourcing expenses.
- Produced and directed a video commemorating the 30th anniversary of the physician partnership. The DVD is now shown to all new employees as a learning tool.
- Provided exceptional customer service, with a professional demeanor and bias for action, to both internal and external clients.

- **Graphic Designer :: August 2001 - May 2002**

Fern Tiger Associates, Oakland, CA

{Marketing Communications Firm working with Non-Profits, Community Organizations, School Districts, Governments, Public Agencies and Foundations}

ACCOMPLISHMENTS:

- Designed and produced The California Child Care Portfolio, a policy report used for advocacy. This report generated unprecedented attention for child care, influenced policy, and garnered many awards.

- **Graphic Designer :: June 1999 - January 2001**

Diesel Design, San Francisco, CA

{Creative Communications Agency}

ACCOMPLISHMENTS:

- Played an important role in the design process by generating a large variety of strong creative ideas in brainstorming sessions and critiques.
- Created an award-winning moving announcement for the agency on an automotive shop rag.
- Having no prior experience or training, picked up web design skills very quickly and was proficient in creating and building out websites, including the agency's website.

- **Assistant Art Director :: October 1997 - June 1998**

ComputerLife Magazine, published by Ziff-Davis,

San Francisco, CA {National Print Publication}

ACCOMPLISHMENTS:

- Designed the front section of the magazine; art directed illustrators and photographers for feature images.

- **Graphic Designer :: July 1993 - June 1996**

Portal Publications, now called: Innovative Art,

San Rafael, CA {Graphic Arts Publisher}

ACCOMPLISHMENTS:

- Designed and produced over fifteen catalogs annually ranging in size from four to 400 pages.
- Instrumental in streamlining production and project management systems.
- Flexible and patient enough to work smoothly with diverse group of over 20 art directors, and product managers.

- **Asst. Art Dept. Manager :: Nov. 1991 - Oct. 1992;**

- **Graphic Designer :: July 1990 - Oct. 1992**

Disc Makers, Pennsauken, NJ {CD & DVD Manufacturer}

ACCOMPLISHMENTS:

- Designed record album, cassette and CD packaging, quickly and effectively, with minimal art direction.