

Creative, dynamic and articulate candidate with extensive experience developing web, email and print media for clients ranging from cosmetics to fitness, food & lifestyle to film, education to construction. Flexible, well-organized and self-motivated with a broad skillset and solid experience working on a variety projects.

Creative Direction • Logo Identity & Design • Web Development
E-mail marketing • Print Design • Digital Imaging Instruction

PARTIAL CLIENT LIST:

Bare Escentuals - *Natural cosmetics*, Responsys - *On-Demand Marketing and Email Service Provider*, San Francisco Art Commission Gallery - *City Art Gallery*, Motion Picture Association - *Non-profit entertainment industry trade association*, NapaStyle - *Chef Michael Chiarello's fine living*, Genentech - *Biotechnology research*, Black Rock Arts Foundation - *Non-profit community based city arts organization*

PROFESSIONAL EXPERIENCE	<p>1999 - present FREELANCE Graphic Design - Print & Web Design & Production</p> <ul style="list-style-type: none"> • Art Direction – assess client needs and design graphic presence, branding. • Organize and carry out production workloads and vendor / team management. • HTML coding and updating web pages, management of client needs and expectations. • Email marketing design and coding of newsletters and email blasts. <p><i>Recent Projects</i></p> <p>WEB:</p> <p>FITNESS ANYWHERE - <i>email promotions and newsletters</i> Developed a refreshed look for monthly newsletters and promotions based on existing graphics creating several looks for different target audiences.</p> <p>ADVENTURE PICTURES - <i>design, layout and coding of small business website</i> Worked closely with the client to develop an overall look and feel as well as user interface for a website based on an existing logo. Content management, template layouts and all production including HTML, CSS and javascript coding.</p> <p>BARE ESCENTUALS - <i>email promotions and website maintenance</i> Developed graphic look and coded HTML for month newsletter emails and weekly promotional emails sent to a large customer base. Leveraged assets from existing packaging and corporate graphics and worked closely with marketing and design teams to create appropriate identities for several of their brands.</p> <p>PRINT:</p> <p>SAN FRANCISCO ART COMMISSION GALLERY - <i>design and layout of gallery show mailer</i> Worked with the curator to create a unique look and feel for a quarter fold mailer. Mailer functioned as an exhibition announcement, poster and brochure.</p> <p>MODERN SEAMSTER - <i>magazine design and layout</i> Created the look and feel for a start up sewing magazine. Worked with the editor-in-chief to develop overall art direction and template designs for the magazine. Updated existing logo and worked with production artists to create media kit (PDF) and sales materials.</p>												
TECHNICAL SKILLS	<p>Adobe CS3 - Photoshop, Illustrator, In Design, Acrobat and Dreamweaver, Fireworks, Quark, Image Ready and image/graphics optimization.</p> <p>Hand coding HTML skills, Javascript, CSS, BBEdit, Homesite. Familiar with Final Cut Pro, Flash, DHTML. Microsoft Word, Excel, Fetch, Toast, and cross-browser/cross-platform dependencies.</p> <p>PC and Macintosh literate.</p>												
EDUCATION	<table border="0" style="width: 100%;"> <tr> <td style="padding-right: 20px;">WEB DESIGN - Center for Electronic Art</td> <td style="padding-right: 20px;">San Francisco CA</td> <td style="text-align: right;">2000</td> </tr> <tr> <td>MASTERS OF FINE ART, sculpture - Mills College</td> <td>Oakland CA</td> <td style="text-align: right;">1999</td> </tr> <tr> <td>BACHELOR OF FINE ART, art history - University of Colorado</td> <td>Boulder CO</td> <td style="text-align: right;">1989</td> </tr> <tr> <td>INSTITUTE FOR INTERNATIONAL EXCHANGE - Vienna Austria</td> <td></td> <td style="text-align: right;">1987</td> </tr> </table>	WEB DESIGN - Center for Electronic Art	San Francisco CA	2000	MASTERS OF FINE ART, sculpture - Mills College	Oakland CA	1999	BACHELOR OF FINE ART, art history - University of Colorado	Boulder CO	1989	INSTITUTE FOR INTERNATIONAL EXCHANGE - Vienna Austria		1987
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RELATED EXPERIENCE	<p>2005 - 2009 INSTRUCTOR – designed and taught courses in digital imaging, graphic design, sculpture and color theory.</p> <ul style="list-style-type: none"> • Bay Area Video Coalition (BAVC) San Francisco CA (2005-09) • Art Institute of San Francisco (2005) • San Francisco Art Institute (2003-07) • California College of the Arts, San Francisco CA, <i>studio practice instructor</i> (2003) • Pratt at Munson Williams Proctor Institute, Utica NY <i>visiting 4D and multimedia instructor & student advisor</i> (2002) <p>2003 - 2007 PHOTO STYLING - San Francisco CA Freelance food and prop styling assistant for Chef Michael Chiarello's fine living mail order catalog.</p>												