

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>WEB DESIGN - Center for Electronic Art</td> <td>San Francisco CA</td> <td style="text-align: right;">2000</td> </tr> <tr> <td>MASTERS OF FINE ART, sculpture</td> <td>Mills College</td> <td style="text-align: right;">Oakland CA 1999</td> </tr> <tr> <td>BACHELOR OF FINE ART, art history</td> <td>University of Colorado</td> <td style="text-align: right;">Boulder CO 1989</td> </tr> <tr> <td>INSTITUTE FOR INTERNATIONAL EXCHANGE</td> <td>Vienna Austria</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>												