

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 and Fine Art Instruction

#### PARTIAL CLIENT LIST:

Restoration Hardware - high quality home furnishings, 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

#### PROFESSIONAL EXPERIENCE

1999 - present

FREELANCE Graphic Design - Print & Web Design & Production

- 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.

#### Recent Projects

##### WEB:

RESTORATION HARDWARE - email promotions and newsletters

Design and coding for daily email promotions and newsletters for several Restoration Hardware brands creating individualize looks for different target audiences.

SARAH WILSON MUSIC - design, layout and coding of musician's website

Worked closely with the client to develop an overall look and feel as well as user interface for a website, logo, album packaging and promotional materials. Content management, template layouts and all production including HTML, CSS and javascript coding.

BARE ESCENTUALS - email promotions and website maintenance

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.

##### PRINT:

SAN FRANCISCO ART COMMISSION GALLERY - design and layout of gallery show mailer

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.

MODERN SEAMSTER - magazine design and layout

Created the look and feel for a startup 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.

#### TECHNICAL SKILLS

Adobe CS - Photoshop, Illustrator, In Design, Acrobat and Dreamweaver, Image Ready and image/graphics optimization.

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.

PC and Macintosh literate.

#### EDUCATION

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

#### RELATED EXPERIENCE

2003 - 2015

INSTRUCTOR - designed and taught courses in digital imaging, graphic design, sculpture and color theory.

- University of San Francisco, San Francisco CA. Adjunct professor, Art and Architecture Department (2011-15)
- 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, studio practice instructor (2003)

2003 - 2007

PHOTO STYLING - San Francisco CA

Freelance food and prop styling assistant for Chef Michael Chiarello's fine living mail order catalog.