

Résumé

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Professional Capabilities:

A highly flexible, multi-skilled designer in print, 3D and digital graphic design and illustration; with proven skills in creative thinking, conceptualization, art direction, design, resourcefulness and problem solving. Detail-oriented and well organized, I am experienced in making presentations to clients and nurturing client relationships, website content and project management, social media marketing, supervision, buying print and outside creative services (illustrators, copywriters, photographers, etc.), and managing schedules, expenses and budgets. A hands-on professional, capable of dealing with all facets of the design process, from the initial briefing to readying files for output to press checks.

Technical Expertise:

- Well-versed in the overall Macintosh computer system; I own a Mac desktop system,
- An expert Photoshop, InDesign, Illustrator, Quark Xpress user,
- Experienced in many applications: Adobe Creative Suite including Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Acrobat, website creation software, HTML and CSS, animated GIF creation, Fontographer, Blender (3D modeling application), Microsoft Office (including Word, Excel and Powerpoint) and other open-source Office applications, Filemaker, web browsers and e-mail programs; as well as experience on PC (Windows and DOS) platforms,
- Skilled in illustration techniques in a variety of media: pencil, watercolor, scratchboard, fabric, fiber, cut paper, modeling clay, silkscreen, marker sketching, comps and storyboarding,
- Experience in textile and pattern design for garment and knitwear, surface design and softgoods,
- Practiced at writing and editing copy, I am also skilled at proofreading,
- Work experience in 3-dimensional, broadcast and digital media, digital asset management and archiving.

Work History:

Owner/Creative Director

Aviatrix Designs - Barton, Vermont
November 2004 - present

I revived my freelance business Aviatrix Designs in 2004 to take on new creative challenges and learn new techniques in print, digital and mixed media. In addition to creating highly effective design solutions, running the office involves client relations, meeting deadlines on time and on budget, social media marketing, coördinating scheduling, and office administration. Clients include CUSO International (e-volunteer menu design for JUST Café in Myanmar), The Humanist Chaplaincy at Harvard University, Lifeforce Glass Inc., wine merchant "kikizake" on crowdspring.com, Zoë Papas (zoeink.com), Earthy Delights Creative Cakes.

Senior Graphic Designer

Ben & Jerry's Homemade Inc. - South Burlington, Vermont
April 1998 - June 2002

Working closely with the Marketing Department, the Creative Director and a team of Graphic Designers, I created a diverse range of items to support and promote the Ben & Jerry's brand, from pencils, postcards and cone wraps to annual reports and hot air balloons to tractor-trailer graphics. From initial rough sketches to final layout, I was responsible for the design of packaging, advertising, corporate stationery, T-shirts and other gift store items, point-of-purchase (POP) material, wall murals and Scoop Shop interior and exteriors. Other duties included illustration by hand and computer, art directing at photo shoots, product naming, copy writing, website design (online gift store), print buying and press checks.

Graphic Designer/Publications Coordinator

Sugarbush Resort - Warren, Vermont

July 1996 - April 1998

I was in charge of the coördination, design and printing, under very tight deadlines and small budgets, of all advertising and collateral materials for the resort. I also maintained and upgraded the two Macintosh computers and software we used in the studio; supervised, art directed and mentored one assistant. I was also responsible for the art direction of the Sugarbush Resort website (www.sugarbush.com), promoting Sugarbush Resort at travel and tourism exhibitions and some television graphics.

Graphic Designer

Zed Graphic Communications - Montréal, Québec

March 1994 - July 1996

At this design studio/ad agency, I was responsible for the design and production of packaging and other collateral materials for a variety of clients, most notably for Zellers, Canada's largest discount department store. Other clients include Tana leather care products, Neutrogena cosmetics and beachwear manufacturer Christina. I also acted as computer "trouble-shooter", for software such as Aldus Freehand, Quark Xpress, Adobe Photoshop and Illustrator, as well as the overall Macintosh system.

Principal/Designer

Aviatrix Designs - Halifax, Nova Scotia

September 1989 - December 1993

Aviatrix Designs opened officially in 1989 as a full-time freelance business. Clients included the Atlantic Film Festival, the Nova Scotia Advisory Council on the Status of Women, CBC Television, The DuMaurier Atlantic Jazz Festival, the Nova Scotia College of Art and Design and Corporate Communications Ltd.

Education

Bachelor of Design in Communication Design

Nova Scotia College of Art and Design

Halifax, Nova Scotia, 1985

Additional coursework post-graduation:

1987: "Macintosh for Graphic Designers" NSCAD Continuing Education, Halifax NS

1989: "Typography and the Macintosh Computer" Carnegie Mellon University, Pittsburgh PA

2000: "Milton Glaser Summer Program" School of Visual Arts, New York NY

Professional Associations

MGDC (Professional member)

- Society of Graphic Designers of Canada, Atlantic Chapter

AIIGA (Professional member)

- American Institute of Graphic Artists, Boston (MA) Chapter

Awards

Gold Medal, Eastern Region, September 2000

Best Daylight Truck Graphics

Ben & Jerry's Ice Cream tractor trailer graphics

First Place, Commercial Fleet Graphics Contest, 1999

"Graphic Effectiveness In Daylight"

Presented to Ben & Jerry's Homemade, Inc.

by Commercial Carrier Journal and The National Private Truck Council

References available on request.