



## PROFESSIONAL EXPERIENCE

**Manager of Graphic Design & Production** 02/08 – Present  
**Central Park Conservancy** | New York, NY

- Design** Direct company-wide graphics solutions:
- Print publications, invitations, brochures, maps, calendars, business stationery
  - Micro-sites, web banners, ads, eblasts
  - Outdoor signage, vehicle decals, banners, exhibit installations, retail merchandise
  - Define and enforce company's new branding consistently across all products and media

- Production** Oversee projects from concept to delivery, entailing:
- Project manage, establish timelines and deadlines
  - Liase with vice presidents, directors, managers, copywriters, and freelancers from all departments throughout the organization
  - Maintain current and create new vendor relationships
  - Identify products to transition from print to web, such as the annual report, reducing the annual print budget by 20%
  - Implement the latest in print and paper trends
  - Archive and organize files for use in print and web

**Director of Graphic Design** 05/04 – 07/07  
**Haume Inc.** | Greenwich, CT

- Design**
- Styled, photographed, and digitally retouched company product (jewelry) for print and web
  - Created all print and online outreach including the website, direct mail, event invitations, brochures, magazine and web ads, posters, and emails

- Production**
- Designed, coded, and maintained website
  - Archived print, web, and technical photographs
  - Oversaw jewelry and packaging production, maintained inventory and managed vendors
  - Assisted in sales, customer service, and invoicing

## SKILLS

**Software** Adobe CS4 Design Suite | Acrobat Pro 9 | QuarkXPress | HTML | MS Office

**Production** Color for print and web | Photography and digital retouching | Hand comping and rendering  
File preparation (pre-press) | Vendor sourcing and relations | Project management

**Languages** Fluent in Spanish and Hebrew

## FREELANCE HIGHLIGHTS

**Graphic Design** **Horace Mann School** | New York, NY 03/07 – 06/10

- Designed custom layouts and photo-edited yearbooks from concept to print-ready files

**Corbis** | New York, NY 06/07 – 12/08

- Developed branding styleguides, illustrations, logos, and packaging for Albert Einstein, Mae West, and Steve McQueen licensing programs

**Graphic & Web Design** **Healthy Seedlings** | New York, NY 08/04 – 12/04

- Created company logo and brand identity including business cards, fliers, and posters
- Designed, coded, and assisted in structuring the website (healthyseedlings.com)

**TheBabyOutlet.com** | Melville, NY 12/03 – 06/04

- Photoshopped product images for web, managed online product database

**Rose Art Museum** | Waltham, MA 01/02 – 05/02

- Designed print collateral and online graphics for art exhibits

## EDUCATION

**B.A., Fine Arts** **Brandeis University** May 2002 | Waltham, MA  
Cum Laude with Honors, Dean's List, GPA: 3.6, Celia Baron Epstein Award in Fine Art

**A.A.S, Graphic Design** **Katharine Gibbs** March 2004 | Melville, NY  
President's List, GPA: 4.0, 1st Place in 2003 and 2004 Annual Graphic Design Shows