

Profile

Experienced print and web designer, skilled in developing and implementing creative concepts. Designed and produced of a full range of projects from corporate collateral materials to small consumer-oriented web sites. Ability to manage projects, supervise staff, communicate with clients and meet deadlines. Worked extensively in print design before broadening skills to include web design and development.

Print Design

Clients:

Time, Inc.

Design and production of branded books for TIHE (Time Inc. Home Entertainment), 2011-present

Schawk! (Creative agency serving MasterCard Worldwide)

Design of logos, brochures and card design for MasterCard Worldwide programs, 2008-2011

Fiore Lee Design

Design and production of Alcatel-Lucent Code of Conduct in 11 languages

JCCA (Jewish Child Care Association)

Design of Annual Report, logos and quarterly newsletter for agency providing adoption, foster care and mental health programs and services for children and teens, 2004-present

ESU

Design and production of Annual Report and Newsletter redesign for not for profit organization, 2006-present

Ziff Davis Publishing

Magazine layout and production for *PC Magazine* and *CIO Insight*, 2005-2008

Visiting Nurse Regional

Layout of quarterly newsletter 2007-2008

btldesign (A Branding and Interactive Agency)

- Design and production of award-winning MasterCard® Emergency Replacement Card Mailer—2004
- Part of design team for MasterCard® World Cup 2006 Card and Kazuo Matsui card designs—2004
- Part of design team for MasterCard® 2002 Jordan Grand Prix Sponsorship brochure.
Managed project, acted as production coordinator and created digital illustrations for project
- Design and production of premiere issue of Ridgewood Capital newsletter and masthead—2002
- Development and design of Ridgewood Capital Corporate Guidelines—2002
- Digital illustration, project management and production of 1998 MasterCard Standards Manual
- Part of design team for 1998 and 1999 Lucent Annual Reports
- Design and production of World Cup 1997 and 1999 hospitality kits for MasterCard® International

Parents Magazine

Design and Production of promotional pieces to announce the partnering of *Parents* magazine and Toys“R”Us as well as co-branded pieces for *Parents* magazine with Gerber’s and Canon. Designed announcement of *Parents Magazine* web site. Also produced handmade invitations for special events.

Sotheby's Inc

Design of ads, catalog covers and handmade presentation pieces for international art auction house.

Muir Cornelius Moore

Print production coordinator; responsible for press schedules and supervision of staff and freelance production personnel.

Web Design and Development

Clients:

btldesign (A Branding and Interactive Agency)

AT&T Brand Center. Layouts and illustrations for the redesign of this site in 2002-2003.
Part of the production team that put pages together for incorporation into AT&T's current site.

NYSIA Software Summit 2002. Designed templates for client to build annual software summit site.

Lucent Magazine Online. Developed intranet site's initial design. Designed and produced subsequent issues from September 1998 to June 2001.

Telephone Pioneers of America. Design and production of 2000 Annual Meeting site for this community service site, which was to be used as a template for subsequent years. Also designed and produced animated banners for Lucent Technologies corporate site to promote the event.

MasterCard® Brand Center. Design and production of the brand center area of MasterCard's corporate site, which allows businesses to check specifications for correct usage of MasterCard®, Cirrus®, Maestro® and Mondex™ branding, and download logos. Checked content for accuracy and consistency of information.

Lucent Technologies. 1999 Corporate Site. One of two designers responsible for design concepts and production management of home page and 2nd tier pages to be used as templates for redesign of site.

Lucent Technologies. Annual Report 1998. Designed web version adaptation of printed annual.
Completed work on very tight deadline so that site could be launched simultaneously with printed version.

Phyllis Shalant

www.phyllisshalant.com. Design, production and maintainance of this site for an award-winning children's book author. Design and production of promotional materials for site and books.

Rusty Dorr Inc.

www.rustydorr.com. Design, production and maintenance of consumer site for handcrafted leather clothing.

Applications and Languages:

Adobe Photoshop, Illustrator, InDesign, Acrobat; QuarkXPress; BBEdit. HTML and basic javascript.

Education:

NYU Workshop October 2000: Putting E-business on the Web, 2001

Parsons School of Design: Advanced Web Site Design, 2001

Graduate work in NYU Interactive Telecommunications Program: Web Site Design, 2000

BFA in Communications, Parsons School of Design, May 1980

Certificate in Graphic Design, Parsons School of Design, June 1968