

# work ex per ten ce

## Freelance Graphic Design

Alison G Design - May 2003 - present

- Design logos, business cards, letterheads, advertising, brochures, magazines
- Design and maintain websites
- Oversee (including design and execution) viral marketing campaigns for clients
- Work with clients to create and maintain a presence on social media sites
- Clients include corporations, artists, landscapers, dance studios, accountants, engineers, etc.

## Art Director / Production Manager

The Weekly - Stamford, CT / Aug. 2000 - May 2003

Alternative Newspaper / Weekly

- Conceptualized and designed covers and editorial content
- Worked closely with National Sales Department creating ads and promotions and presentations for national clients
- Managed and hired art/production staff
- Oversaw administration of production budget
- Troubleshooted and maintained Macs in department
- Hired illustrators and photographers
- Oversaw advertising and editorial flow to final stages of prepress

## Graphic Designer

Hartford Advocate - Hartford, CT / Jan. 1998 - Aug. 2000

Alternative Newspaper / Weekly

- Designed and produced 1C & 4C ads/campaigns
- Designed editorial pages including cover stories and weekly columns
- Coordinated fashion shoots and design layout of fashion stories
- Uploaded stories and art to website <www.hartfordadvocate.com>

## Graphic Designer

Huckleberry Press - Glastonbury, CT / Feb. 1997 - Dec. 1997

Book Publisher

- Designed and laid out adult fiction/non-fiction and children's books
- Designed ads, catalogs, brochures, logos and p.o.p. signage

## Assistant to Public Relations Director

Bidermann Industries - New York, NY / June 1994 - Feb. 1996 Menswear Manufacturer (Arrow, Yves Saint Laurent and Burberry's)

- Designed posters, labels, presentation materials for in-store and showroom display
- Promoted new shirt lines to national magazines and television shows

University of New Haven / West Haven, CT

August 2004 - 2006

Interior Design. Dean's List

Fashion Institute of Technology / New York, NY

August 1992 - May 1994

Advertising Design. Cum Laude

Marist College / Poughkeepsie, NY

September 1990 - May 1992

Fashion Design.

Cutty Sark Award 1991, Bronze Needle Award 1992. Dean's List

Proficient in Quark Xpress, QPS, Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Multi-Ad Creator, BBedit, Powerpoint

References available upon request

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