

CREATE | IMPLEMENT | PROMOTE

Multimedia Design & Production

Print Production:

- Expert user of InDesign to design/repurpose page layouts, create templates and implement styles for textbooks, *\$pread Magazine*, brochures and programs, CD covers, posters, handbills, newsletters
- Expert Photoshop user - designed covers to print specs and within budget, using photos or composite images for magazine covers, CD's, chapbook, flyers, handbills
- Source and compose content of images from cache of illustrators and photographers
- Prepared print-ready mechanicals of InDesign, Photoshop files.

Print Promotions:

- Design effective promotional materials using branded images by making or customizing existent posters, signage, newsletters, tags, charts, and presentations for *\$pread Magazine*, Columbia University CEEM Department, Trash & Ready, Exile Clothing and Professional Financial Strategies;
- Designed 8 page media kit PDF for *\$pread Magazine*, press releases
- Create dynamic flyers and posters to promote seminars and events

Web Design & Maintenance:

- Designed and produced kristyndunnion.com, slschristmasauction.com, femmefamily.com, dlsauction.org, axondlux.com
- Include SEO, scripts, blogs, email forms, downloadable PDFs/press photos, embedded mp3/video
- Maintained arenastudios.com, locationsresource.com, spreadmagazine.org, CU CEEM Dept website

Video + Audio Production:

- Directed and shot music videos; composed experimental short videos
- Edit in Final Cut; produce for web and screen
- Produced original music for *\$pread Documentary*, Queer X Show, and multiple performances

Photo Styling:

- Style and provide clothing, props; book location and photographer; organize and direct participants

Project Management and Organizing

- Art Director of quarterly magazine for three years: managed design team, negotiated competitive print quotes, worked with various printers, sourced photos/illustrations, maintained file organization
- Led both production and team for critical CA State review of textbook content changes; provided timely status updates, led meetings
- Curate, book, promote dozens of events in major cities – readings, performance nights, workshops
- Experienced at organizing, directing and networking people
- Demonstrated ability to produce on deadline from both designing and giving performances/workshops.

Communications

- Proficient at creating public texts, such as press releases, mission statements, outlines and ad copy
- Create and maintain email lists and Web 2.0 communications [Facebook, blogs] for events and groups
- Excellent command of English; skilled at editing for grammar, continuity, and relevance
- Researched and synthesized information for CA State review, CU ABET accreditation, professional newsletters, *\$pread* articles and media workshop presentations
- Effectively performed client and vendor communications and maintenance

TECHNOLOGY SKILLS

- Expert Mac user; cross-platform experience [Mac, PC]
- Advanced, trained user of Adobe CS2, CS3 [esp. Photoshop, InDesign]; Microsoft Office [esp. Word, Excel, PowerPoint]; [Acrobat Reader and Writer]; Firefox/IE/Netscape; FTP
- Intermediate/advanced experience in CSS, design/maintenance of web pages using Dreamweaver; coding in HTML
- Intermediate user of audio/video software including Final Cut, Audacity, Garageband
- Intermediate user of CMSs including WordPress and Expression Engine; QuarkXpress, Adobe Illustrator
- Introductory Flash experience; JavaScript/DHTML; XML

RELEVANT EXPERIENCE

2003 – Present **Freelance Creative, Graphic Designer & Arts Organizer**

- Branding and promoting using websites and print materials for artists / arts organizations
- Produced web-optimized images and banners [Femme 2010, Vibrant Media, *\$pread*]
- Curation: Promote and curate cabarets: create and book event, oversee budget and payment; liaise with artists, tech; produce press kits and handbills; emcee and perform [teachingartisttour.com; Heels on Wheels Roadshow].
- Produced image-consistent tags, gift certificates and flyers for retail locations

2006 – 2009 **Art Director: *\$pread Magazine***

- Produced a glossy quarterly magazine using InDesign; preflight, press check
- Liaise with artists to obtain illustrations and photographs for articles; optimize as needed
- Design cover, editorial and fashion spreads, columns, photo essays and advertising
- Created branded media kit, posters, handbills, business cards, tank top design

2007 – 2009 **Production Artist: McGraw-Hill Electronic Design and Prepress Dept**

- Performance Award received for leadership and project organization
- Produced highly detailed, multi-layered InDesign templates and guides for textbook production
- Led time-sensitive production of trade book covers; cataloged, sourced and repurposed hundreds of illustrations and photographs, created multipurpose PDF files; modified Illustrator and Photoshop images for repurposing

2006 – 2007 **Digital Image Production & Promotion: *RetroRoz***

- Styled delicate vintage/antique products and took high-quality digital photographs
- Quickly retouch, optimize and upload images to website and eBay
- Demonstrated knowledge of art history and antique materials by writing copy, categorizing items

2005 – 2006 **Administrative Assistant: Columbia University, Civil Engineering Department**

- Designing and printing oversize student/faculty posters [Illustrator]; event planning and advertising; created consistent posters for seminars & events [Photoshop]
- Maintained Department web site: www.civil.columbia.edu [Dreamweaver]

2000-2002 **Assistant Editor & Production Manager: *The Gargoyle* (volunteer)**

- Produced bimonthly newspaper using QuarkXpress and InDesign on tight deadlines with a team
- Created templates and redesign; contributed a column, multiple articles and several back covers

1999-2001 **Administrative Assistant & Graphic Designer: *Professional Financial Strategies***

- Designed and edited company newsletter: *Asset Management Strategies*
- Researched market data to create graphs, charts, and confirm content
- Managed client and contact database; filed client portfolio and statement information

EDUCATION

Winter 2006-07 **Production Department Intern: *Overlook Press, NY, NY***

- Learned publishing industry workflow and standards for design, production and printing of trade book interiors and covers/jackets

2002 Honours **Bachelor of Arts: English, Philosophy, Semiotics: University of Toronto, Toronto, ON**

- Achieved Dean's List standing, graduated with Distinction [3.63 GPA]
- Received Canadian Scholars' Press Award & Blue Box Award
- Relevant courses: Desktop Publishing I (QuarkXpress), Microsoft Office, Graphic Image Manipulation (Adobe Photoshop)