

loraine machlin

Graphic Design Resume

SKILLS

Graphic Design / Layout / Typography

High-quality, attractive design for a wide variety of projects. Excellent analytic and creative problem solving skills that result in the successful development of design ideas from concept through completion. Solid knowledge of and artful use of typography, color and imagery. Ability to organize large amounts of text, creating easy-to-read and visually interesting layouts.

PROJECTS HAVE INCLUDED:

Books Covers & Interiors	Magazines
Newsletters	Catalogs
Brochures	Event Posters & Flyers
Logos & Stationary	Invitations
Ads & Direct Mail	Websites

Production

Set-up of easy-to-use templates and style sheets. Creation of trouble-free digital files. Preflighting and final preparation of printer-ready and web-ready files. Photo retouching and photo manipulation.

Communication & Organization

Excellent verbal and written communication skills. Ability to work well as part of a team. Experience working with editors, illustrators, production managers, mailhouses, printers. Good time management and organizational skills. Experience meeting tight deadlines, multi-tasking and staying within budget.

Software Knowledge

Macintosh InDesign, Photoshop, Illustrator, Acrobat, QuarkXPress, Dreamweaver, Microsoft Office.

EDUCATION

B.A. in Graphic Design and Fine Art (with honors)
UNIVERSITY OF IOWA, IOWA CITY, IOWA

Continuing Education Courses in Graphic Design, Illustration, Drawing and Painting
SCHOOL OF VISUAL ARTS, COOPER UNION,
ART STUDENT'S LEAGUE

OTHER

Volunteerism

Pro-bono graphic design work for non-profit organizations and community groups.

Past Board Member of local non-profit organizations.

EXPERIENCE

Graphic Designer

ROCKLAND COUNTY JCC (*Part-Time Staff Position*)
2012 - Present • West Nyack, NY

Graphic Designer for large, non-profit community center serving Rockland County. Projects include posters, ads, brochures, booklets, flyers, logos, program catalogs, newsletters, fundraising material, event journals, web banners and e-blasts for arts and film events, educational programs and classes, fitness center programs, senior center programs, youth programs and summer camps.

Graphic Designer

WIDE RANGE OF CLIENTS (*Freelance / Contract*)
1990 - Present

Graphic Design projects for publishing companies, educational and arts institutions and non-profit organizations in NYC and the greater metropolitan area. Projects have included books, magazines, newsletters, catalogs, brochures, ads, posters, flyers, maps, logos, invitations, websites, web ads, direct mail.

HAVE WORKED ON PROJECTS FOR:

Publishing Companies (Oxford University Press, Pearson Education, Silver Burdett Press, WH Freeman & Co., Music Books Now, Sheet Music Magazine & Piano Today Magazines)
Non-Profit Organizations (Village of Nyack NY, Nyack Chamber of Commerce, Riverspace Arts Center, Bronx House Community Center, Unirondack Camp & Conference Center)

Assistant Art Director

CHELSEA HOUSE PUBLISHERS (*Full-Time Staff Position*)
1988 - 1990 • New York, NY

Book cover and interior design for educational publisher specializing in photo-illustrated, non-fiction books for the middle and high school grades. Responsible for all stages of design, from manuscript through bound books. Designed covers for the publisher's full list of book titles. Collaborated with editorial, photo-research and manufacturing departments and co-supervised design assistants.

Graphic Designer

KELLOGG DESIGN, INC. (*Full-Time Staff Position*)
1984 - 1987 • New York, NY

Design, layout and pre-press work for marketing communications firm specializing in design for arts, educational and non-profit organizations. Projects included brochures, booklets, newsletters, ads, posters, logos, invitations.

WORKED ON PROJECTS FOR:

New York University	Carnegie Corporation
Downstate Medical Center	Wave Hill, Inc.
Merce Cunningham Dance Co.	Brooklyn Academy of Music