

loraine machlin

Graphic Design Resume

SKILLS

Graphic Design / Layout / Typography

High-quality and attractive design for a wide variety of projects. Ability to elegantly organize large amounts of text and images, creating easy-to-read and visually interesting layouts. Intelligent and creative design solutions that meet the needs and budgets of each project and client. Solid knowledge of typography and artful use of type, color, photography and illustration.

PROJECTS HAVE INCLUDED:

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

Digital Production

Set-up of easy-to-use templates and style sheets. Creation of trouble-free digital files. Preflighting and final preparation of printer-ready native files and PDFs. 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. Extreme attention to detail. Experience meeting tight deadlines, multi-tasking and staying within budget.

Software Knowledge

Macintosh Adobe CS4 Design Suite, QuarkXPress, Dreamweaver (HTML, CSS), 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.

Board Member of local non-profit organizations.

EXPERIENCE

Graphic Designer

FREELANCE

1990 - Present • Nyack, NY

Graphic Design projects for publishing companies, businesses, educational and arts institutions and non-profit organizations in New York City, Rockland County and Westchester, NY. Projects have included books, magazines, newsletters, catalogs, brochures, ads, posters, flyers, logos, invitations, websites, direct mail.

HAVE WORKED ON PROJECTS FOR:

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|-------------------------|----------------------|
| Oxford University Press | Pearson Education |
| Silver Burdett Press | WH Freeman & Co. |
| Hylas Publishing | Music Books Now |
| Adkins, Matchett & Toy | Sheet Music Magazine |
| Riverspace Arts Center | Piano Today Magazine |

Assistant Art Director

CHELSEA HOUSE PUBLISHERS

1988 - 1990 • New York City

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 and production departments.

Graphic Designer

KELLOGG DESIGN, INC.

1984 - 1987 • New York City

Principal designer at marketing communications firm specializing in design for arts, educational and non-profit organizations. Worked on a wide range of projects.

WORKED ON PROJECTS FOR:

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

Graphic Designer for various Graphic Design Firms, 1983-97

DAVID SKAL & ASSOC. New York City

TIM METEVIER ASSOC. New York City

SPECIAL GRAPHICS, INC. Rockland County, NY

Design, layout and pre-press work for books, magazines, ads, brochures, catalogs, posters, logos.

WORKED ON PROJECTS FOR:

| | |
|------------------------|------------------------|
| Whitney Museum of Art | Chamber Music Magazine |
| W. W. Norton & Company | Garden Magazine |

Design Assistant

HOLT, RINEHART & WINSTON

1982 - 1983 • New York City

Assistant to Art Director in trade book department of publishing company.