



# selenarobleto

## creative services

{ graphic design • applied  
photography • art direction  
typesetting • creative direction  
marketing • illustration

resume and samples

Selena Robleto  
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Rockville, MD 20850  
selena@selenarobleto.com  
301.455.8302

## EXPERIENCE:

### **Head of Graphic Design**

#### **Shakespeare Theatre Company, Washington, D.C. (2001–present)**

- Provides creative direction on all graphic design, branding, print production, new media, web design and environmental graphics at the company.
- Centralized all design work in-house. Developed an internship program for graphic design and have mentored seven interns since 2002, three of whom were hired on as full-time members of the design team.
- Strategizes and develops creative solutions for a variety of in-house departments.
- Oversaw the implementation of a new branding strategy.
- Actively involved in the new media marketing campaign which includes social media marketing and video advertising.
- Oversaw the development of an organizational tracking and proofing system.
- Tripled the size of the original staff. Currently managing the full in-house design team.
- Strategizes, conceptualizes and art directs all photo shoots featuring high-profile artists.
- Additionally served as production manager as needed.
- Currently working with Paula Scher and Pentagram in the development and maintenance of the company's environmental graphics.

### **Graphic Designer**

#### **Laogai Museum Foundation (2008–present)**

### **Graphic Designer**

#### **National Family Planning and Reproductive Health Association (2008–present)**

### **Freelance Graphic Designer**

#### **Island Press (2005–present)**

### **Freelance Graphic Designer**

#### **National Archives and Records Administration (2005–present)**

### **Director of Marketing**

#### **Delaware Shakespeare Festival (2003–2007)**

- Established branding and identity system.
- Managed all marketing for the organization.
- Conceived and implemented all marketing solutions and strategies, carried through by brochures, posters, postcards and direct mail campaigns.
- Designed all products and merchandise sold at the Festival.

### **Graphic Designer**

#### **Young Playwrights' Theater (2005–present)**

- Established branding and identity system and a general guideline for consistency and usage.

### **Graphic Designer**

#### **Frank and Associates Advertising Firm (2000–2001)**

### **Intern**

#### **FAB Gorgon Advertising (1999–2000)**

## GROUPS AND ORGANIZATIONS:

DC Design Babes, ADCMW, Refresh DC

## SKILLS:

Completely proficient in Adobe Creative Suite, QuarkXPress and Microsoft Office. Working knowledge of Dreamweaver, HTML and Final Cut. Experience in environmental graphics design, signage, exhibition design, product design, video editing, web design, email advertising, branding and identity design and signage production. Art directed over 40 photo shoots.

## EDUCATION:

The University of Delaware – Honors Program (2000)  
BFA Degree in Visual Communications  
Advanced Honors Certificate

## ADDITIONAL

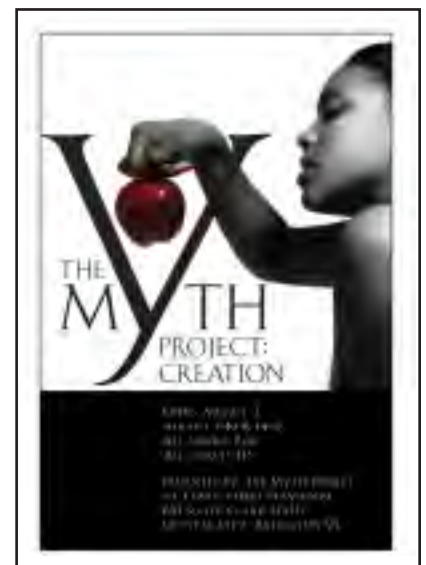
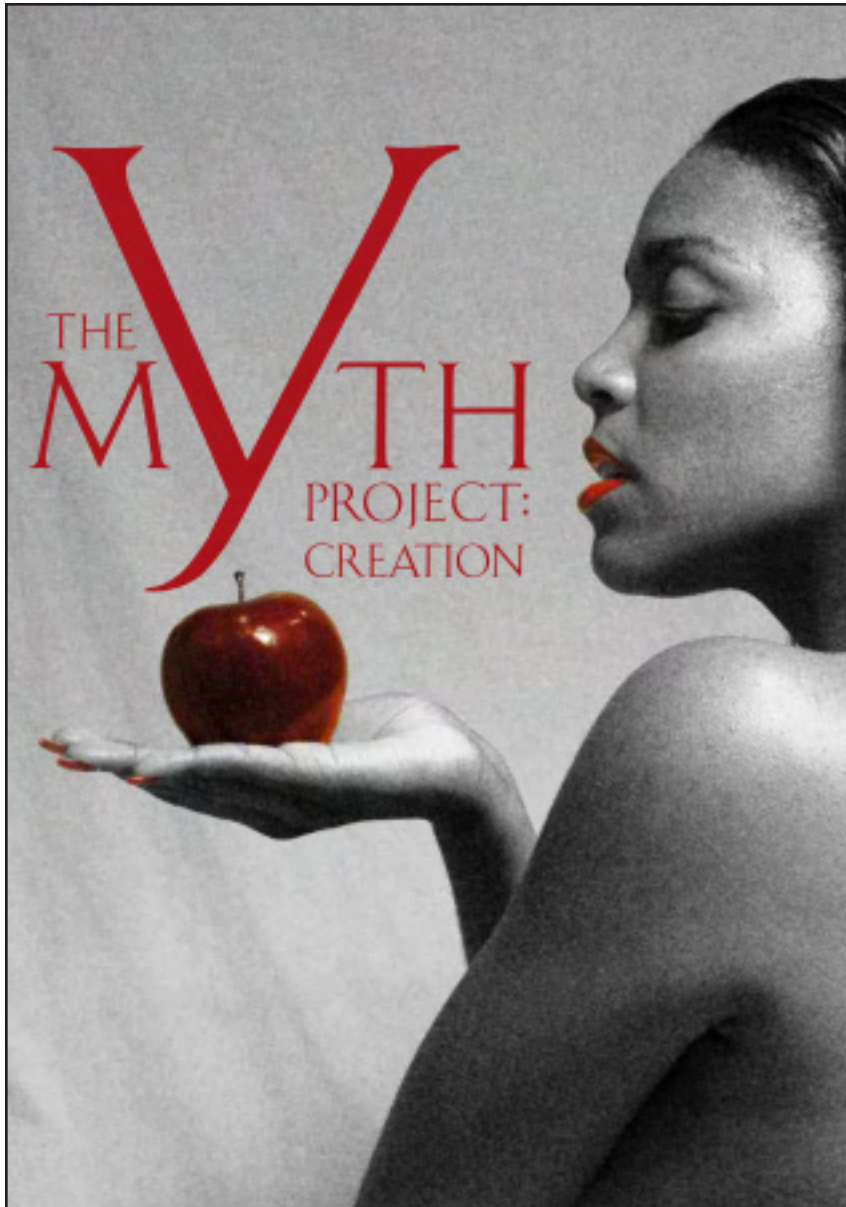
## SKILLS:

Illustration, photography, art directed numerous photo shoots with high-profile personalities, bookbinding, some editing and proofing (uses the Chicago Manual of Style) and newspaper experience. Speaks Chinese and Spanish.

References available upon request.



Client: Delaware Shakespeare Festival  
Art directed and shot all photos.



Client: The Myth Project

Final postcard (left) and two proposed concepts (right).

Assignment: To market a collection of plays from a variety of religious backgrounds, including a play that features the temptation of Eve story.

Art directed and shot all photos.





|   |   |  |
|---|---|--|
| <b>8</b>  | <b>17</b>                                     | <b>23</b>                                |
| Playing 6 New: An interview with David Byrne for Bruce Fox          | Artistic "Self"                               | Interviews at the Museum                 |
| <b>9</b>  | <b>18</b>                                     | <b>24</b>                                |
| Under Version: The First Impaired of drugs and drugs by Peter Stone | Wednesday: Musical Company's 2008-2009 Season | Reviews of the Museum (and for the Arts) |
| <b>10</b>   | <b>25</b>                                     | <b>25</b>                                |
| Days Glue: An Interview with the author of the book                 | Graphic: Watching                             | Audio: Services                          |
| <b>11</b>   | <b>26</b>                                     | <b>26</b>                                |
| The End of the World  | The End of the World                          | Calendar of Events                       |
| <b>12</b>   | <b>27</b>                                     | <b>27</b>                                |
| Midnight Confessions for the Arts: Book                             | Midnight Confessions for the Arts: Book       | Calendar of Events                       |
| <b>13</b>   | <b>28</b>                                     | <b>28</b>                                |
| Midnight Confessions for the Arts: Book                             | Midnight Confessions for the Arts: Book       | Calendar of Events                       |
| <b>14</b>   | <b>29</b>                                     | <b>29</b>                                |
| Midnight Confessions for the Arts: Book                             | Midnight Confessions for the Arts: Book       | Calendar of Events                       |
| <b>15</b>   | <b>30</b>                                     | <b>30</b>                                |
| Midnight Confessions for the Arts: Book                             | Midnight Confessions for the Arts: Book       | Calendar of Events                       |
| <b>16</b>   | <b>31</b>                                     | <b>31</b>                                |
| Midnight Confessions for the Arts: Book                             | Midnight Confessions for the Arts: Book       | Calendar of Events                       |



Essex House, Regent's Park, London NW1 2RU, UK

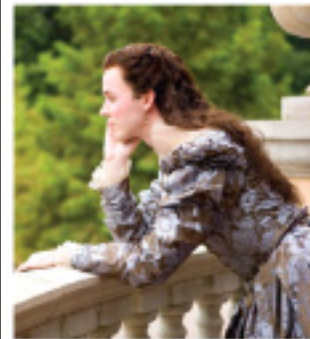
At left: James Davis on stage. Above: costume designer Jennifer Bilton and make-up artist Jona Harcourt and propmaster James Davis for his photo shoot. James Davis, Director David Hyde and James Davis.

## by Peter Byrne

**R**omeo and Juliet is, like many of its more familiar experiments with Shakespeare. One of his earlier plays, it is also with it that the poet's perception of himself, his most familiar I, first came into focus. When we have never read a single line of Shakespeare know the names of his damned hero and heroine, a pair of characters who have entered into the popular lexicon as universal embodiments of man's unbridled quest of young love, but whether we are coming to this play for the first time in the 1930s, know nothing of it with fresh eyes, or even experienced audiences seeing it in production will be surprised to learn how much more there is to this play than the well-worn story of two star-crossed lovers. For while the play is certainly a tragedy of love, it is also a tragedy of time—how he put into the present of the future.



■ **Knowledgeable** Fielded interviews: 6/10/11 and 10/11/11

[illegible]

in their maturity from a youth is mirrored in its style, showing what came within it in the former Secretary's burning yet is ardently the future's work—knowledge, beauty's, and the diplomatic university.

"Romeo and Juliet is a picture of love and its pitiable fate, in a world whose atmosphere is too sharp for this the tenderest blossom of human life."

● 本教材在编写过程中参考了有关文献, 在此谨向有关作者致以诚挚的谢意。

the French's attempts at pacification. Todor's view is by no means Cagidat's simple "thesis" conclusion, that the latter was "right" because the masses actually wished to fight. But Todor's message is clear in confronting reality: the message is to change the nature of the French Revolution, to change the nature of the French Revolution.

But the most vibrant of these debates is in the first place, perhaps except to cite a study from the *Journal of Management*—

and the fact that the "father" and "mother" of the nation have been "born" in the same way, it is not surprising that the "father" and "mother" of the nation have been "born" in the same way.

where she can do some still not done  
by hand.

How have teacher/captains at East been educated?

*Client: Shakespeare Theatre Company  
Cover and three spreads of a re-design of company newsletter.  
Assignment: Client asked for an update of the company  
newsletter to a Vanity Fair-style magazine.  
Art directed all photos.*

# The Laogai



**概述**

劳改营（即“集中营”）是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。

**历史背景**

劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。

**劳改营的运作**

劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。



**The first museum dedicated to human rights in China.**

**OPEN TO THE PUBLIC ON NOVEMBER 13**

**LAOGAI MUSEUM**  
劳改纪念馆

[www.laogai.org](http://www.laogai.org)  
1109 M St. NW, Washington, DC 20005  
202-408-8300 • [laogai@laogai.org](mailto:laogai@laogai.org)

Free admission. Special small group tours are available.

# What Does Laogai Mean?



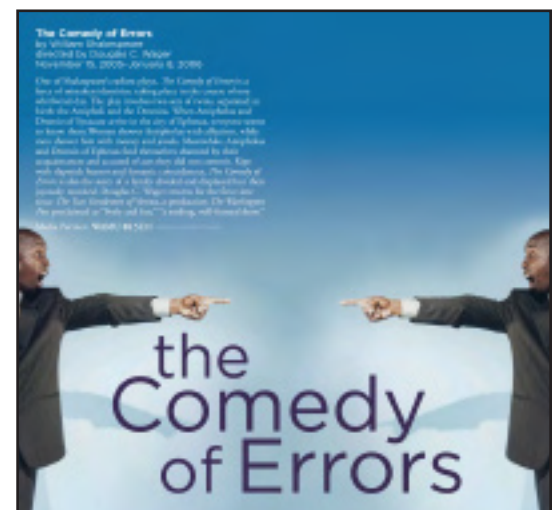
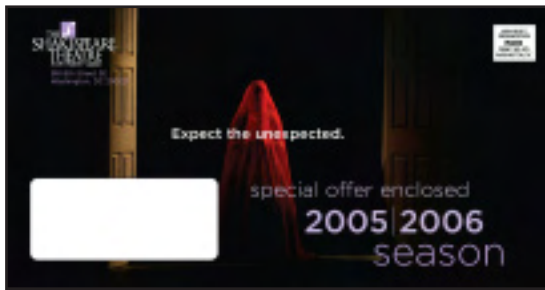
**劳改**  
Lao: Labor  
Gai: Reform

**历史背景**

劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。劳改营是中国共产党在20世纪50年代至80年代期间，对政治犯、刑事犯、以及“反革命分子”进行强制劳动和改造的机构。

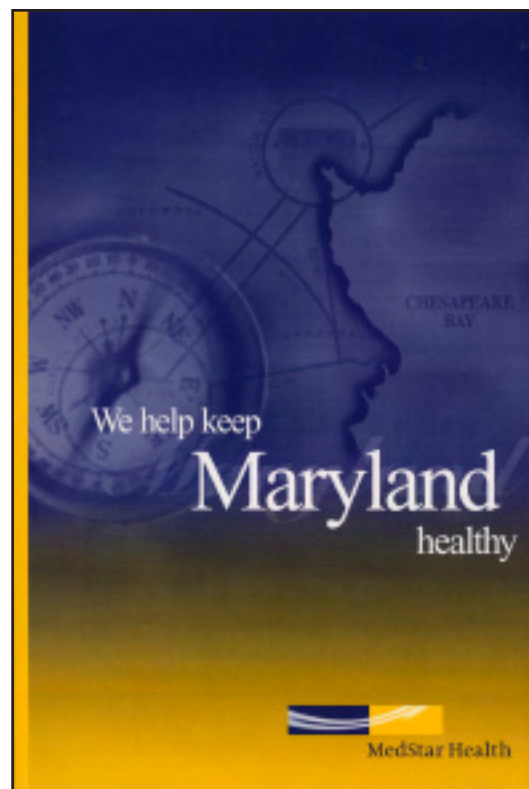
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Client: Shakespeare Theatre Company  
 Subscriptions campaign: direct mail package, brochure and advertising.  
 Assignment: Lead the design team in the conception and creation of a cohesive package, comprised of numerous pieces.







ROLESHARE

roleshare

ROLE SHARE

roleshare

role share

roleshare

Client: RoleShare

Final logo (top) and collection of logo studies.

Assignment: logo for a web 2.0 online company specializing in academic networking.

Client wanted a web 2.0, abstract logo that suggested a tree.

Branding, colors, and logo usage guideline was also developed.



Z • O • O • B • E • E • S



DELAWARE  
SHAKESPEARE  
FESTIVAL



SELENA AND GREG

October 6, 2007  
Coconut Cove, Islamorada

喜福樓  
JOY LUCK CAFE



*Client: Zoobees Bubble Tea Shop*

*Client: Delaware Shakespeare Festival—A group of young, contemporary actors that perform classic works.*

*Client: Selena and Greg—Bride is Chinese and groom is of Irish descent. The logo is a combination of the couple's initials and suggestive of a Chinese and Celtic mark.*

*Client: Joy Luck Cafe—Local Chinese restaurant that featured lanterns and red lights as a key architectural design.*