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PROFILE

Experienced print and digital designer, art director, and manager. Recognized by colleagues as creative, collaborative, curious, reliable, detail-oriented, and technically adept. Strong understanding of industry-specific tools, methods, and techniques. Creative problem-solver and facilitator. Effective written and oral communicator. Reliable proofreader. Bilingual: fluent in Spanish.

TECH SKILLS

Macintosh platform:

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, After Effects)
- Microsoft Office
- Google Docs
- HTML and CSS

EDUCATION

Camberwell School of Art, University of the Arts London: London Diploma in Art and Design, with distinction

University of California, Berkeley: English Literature

COMMUNITY SERVICE

Served as volunteer co-director of a local non-profit; organized and co-led 2 humanitarian delegations of Bay Area residents to El Salvador; served as special propagations volunteer at Native Here Nursery, a project of the California Native Plant Society; served as volunteer graphic designer at Ecology Center, Berkeley

RECENT PROFESSIONAL EXPERIENCE & ACCOMPLISHMENTS

Chabot Space & Science Center, Oakland, CA 2021–ongoing

Graphic Designer at mission-driven local science museum.

- Provide graphic solutions including social media, physical and digital wayfinding, marketing, and branding to teams in all departments of the museum.

Know Yourself, Oakland, CA 2016–2019

Art Director at educational startup specializing in toys and comics that spark the imagination while (secretly) teaching children about anatomy, genetics, ecology, coding, and more.

KEY ACCOMPLISHMENTS

- As member of the Creative Team, oversight of development, design, and production of all new products and improvements to existing products;
- Print design lead: Design and production of all printed components including books, workbooks, stickers, toys, games, apparel, and packaging for major retail;
- China Sourcing Liaison: Involved in sourcing, pricing, contract review, quality control, and delivery of product components;
- Maintenance of company brand, including style guides and branding assets, and incorporation of new product lines into the family;
- Design and production of Marketing and Sales materials for sales pitches, presentations, toy shows, and social media; art direction of company website;
- Project Management, including facilitation of weekly status meetings and maintenance of schedules; maintenance of IP archive;
- Management of design contractors and one staff (Artist).

Pearson Education, Science Division, San Francisco, CA 2005–2016

Manager of Art and Design for the Science division of Pearson Education, a leading global provider of educational content, including the acclaimed Campbell Biology and Martini Anatomy & Physiology franchises.

KEY ACCOMPLISHMENTS

- Oversaw all aspects of the in-house design department, handling 40+ print and 30+ digital titles per year.
- Coordinated assignment of all design management; recruited and managed freelance designers; critiqued design and illustration; facilitated design meetings and problem-solved conflicts; created purchase orders and reviewed invoices.
- Executed hands-on interior, cover, and package design; quality-checked final files.
- Collaborated with authors and editors on art development and created and/or commissioned art style sheets.
- Participated in design and production phases of Pearson etext including creation of print-to-digital guides and hands-on QA in authoring environment.
- Collaborated with colleagues on process improvements; supervised four staff (Art Editors and Senior Designer).

PRIOR TO 2005 (details available upon request)

Key Curriculum Press, Emeryville, CA Design Supervisor at Key Curriculum Press, a math publisher specializing in innovative educational materials for middle school to Higher Ed.

Design Office, San Francisco, CA Senior Designer at Design Office, an award-winning design firm with clients including Disney/Hyperion, Glencoe McGraw-Hill, Addison-Wesley, The Fine Arts Museums of San Francisco, Apple Computer, and Amdahl Corporation.

University of California Press, Berkeley, CA Freelance Book Designer at UC Press, renowned academic publisher.