

**SUMMARY** Multi-faceted Art Director, Project Manager & Designer with more than 15 years of high-level graphic design experience in corporate, marketing and publishing communications.

- PROFILE**
- **Software skills CS3** InDesign, Photoshop, Illustrator, Dreamweaver; K4
  - Strong **graphic design** background includes development of corporate promotional materials (brochures, logos, newsletters, etc.) and books (covers and interiors) for numerous clients.
  - Extensive experience in all forms of **visual communication** including art direction, photo editing, art purchasing, production, and vendor negotiations.
  - **Creative problem** solver, enjoy working on collaborative projects as well as independently.
  - Highly **organized**, detail oriented. Experienced managing multiple projects and working effectively with teams of editors, designers, illustrators, and vendors.
  - **CEO said:** *"The visual strength of any good design company is in the hands of its Art Director. Judith did an outstanding job in that capacity."*

**POSITIONS** **WITZ END DESIGN** New York, NY 10/07-11/08

**Art Director**

Proven success as an art director creating print products that achieve clients' business goals. Designed 25 books and other products in a year.

- Book design—Covers and interiors for a variety of markets including trade, college textbooks, K-6, middle school, school and library.
- Responsible for logo, book cover and layout designs including photo and art research.
- Designed promotional materials, logos, and type treatments.

**MACMILLAN/MCGRAW-HILL** New York, NY 12/02-3/07

**Senior Design Manager**

Designed and managed books from concept phase through press production on time and on budget.

- Worked on cover development from concept to final design. Attended critical issues and manufacturing meetings to develop products and their components.
- Managed and coordinated outside vendor resources including freelancers, external design studios, photographers, and illustrators.
- Mentored, managed and reviewed in-house design personnel.
- Represented design department in cross-functional concept and project status meetings.
- Traveled nationwide to aid in facilitation of and prepare materials for focus groups.
- Managed quality control and oversaw press runs.

**DESIGN 5 CREATIVES** New York, NY 1999-2002

**Art Director**

Provided wide range of art direction, photo editing, art buying, and design/layout. Maintained highest design and service standards.

- Ensured long-term, profitable client relations by delivering designs and service that exceeded expectations. Projects included promotional materials (newsletters, brochures) and educational books (prototype development, covers) with 100% on-time, on-budget record.
- Worked closely with such clients as Time Warner/AOL; The Jewish Museum; Macmillan/McGraw-Hill; Holt; Harcourt; Glencoe; Options Publishing; Center for Children in Technology.
- Hired and oversaw up to 10 freelance designers. Managed in-house design personnel.
- Described as an *"inventive collaborator with both designers and clients"* by CEO, who added: *"(Judith's) steadfast commitment to high quality design, coupled with her creative problem-solving abilities, contributed greatly to the growth of Design 5 Creatives."*

**STUDIO SIX GRAPHICS** New York, NY 1990-present**Principal | Designer**

Freelance design for a wide range of contract design services.

- Design projects have included branding, visual identity and logos; book and brochure design; audio CD packaging; promotional and marketing materials; type treatments.
- Worked closely with such clients as CMP Publications, WRCN, Z-100, Euromoney, Long Island University, Business Week, New York University, Oxford University Press, South Street Seaport Museum, Staten Island Children's museum and St. Martin's Press.
- Client said: *"Not only (has Judith) routinely exceeded our expectations – providing us with more options and design work than we've asked for – but (she has) always met our deadlines and never gone over budget."*

**Freelance Project | Design Manager** 1991-1999

Worked in-house at the following design studios on several award winning book programs: Harcourt-Science, Scholastic-Literacy Place, Time Life for Kids-I Love Math, and Scott Foresman's Little Celebrations:

- Bill Smith Studio, Silver Editions, TWiNC, Oxford University Press, Kirchoff/Wohlberg

**SKILLS** CS3-Indesign, photoshop, Illustrator, dreamweaver; microsoft word, excel, powerpoint

**EDUCATION** **M.A. Advertising Design** Syracuse University–School of Visual and Performing Arts  
**B.F.A.** The Cooper Union School of Art, NYC  
**Additional courses:** School of Visual Arts, Noble desktop, Future Media

**TEACHING** **LONG ISLAND UNIVERSITY** Southampton Campus, NY 1989-1991  
**Adjunct Professor** Taught courses in graphic design, illustration, and decorative painting.

**SPECIAL** **Pro bono** ARF—Animal Rescue Fund of the Hamptons, Books for Kids NYC, Taproot Foundation

**PROJECTS** **Published author** "Socially Responsible Advertising: Altruism or Exploitation?"  
Essay in Citizen Designer, Steve Heller, editor ©2003 Allworth Press.

**Textile** Developed wide-ranging **design** sense and **client relations** skills during six years in textile apparel industry. Managed projects from initial paintings through fabric production, working closely with clients. **Negotiated** and enabled annual sales of up to \$3 million.

See my website with portfolio and testimonials [www.judithstudio.com](http://www.judithstudio.com)

See my [www.linkedin.com](http://www.linkedin.com) profile for recommendations