

## WORK EXPERIENCE

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### **Victoria's Secret (February 2014 – Present)**

**New York, NY**

#### **Production Artist**

- Responsible for preparing mechanical art for various beauty-packaging materials.
- Translate designs into production-ready format while working with various cross-functional partners.
- Obtain all relevant artwork approvals and release final artwork to vendors on time.
- Follow brand standards closely, creating detailed and accurate specs while responding quickly to changes as necessary.

### **VEVO (April – October 2013)**

**New York, NY**

#### **Designer (Production Designer)**

- Executed digital and mobile ad design based on creative direction as well as re-purposing established designs for clients.
- Processed and supported all sales team's art requests generate creative units for mobile and connected devices on all VEVO platforms.
- Responsible for implementing and maintaining corporate identity/brand guidelines for all creative material.

### **New York Magazine (May 2010 – April 2013)**

**New York, NY**

#### **Design Production Manager**

- Designed print advertisements for Marketplace and front-of-book.
- Prepared images and graphic assets for the catalog; includes scanning, color correcting, clipping and retouching.
- Worked closely with the sales team to conceptualize and design templates for print and online marketing materials.
- Responsible for the delivery of press-ready files for print in a customized electronic workflow.

#### **Digital Production Artist / Photo Editing for NYMag.com/TheCut**

- Prepared, color-corrected, retouched, cropped, and batch renamed all "Runway" and "Look Book" images using Photoshop actions.
- Maintained photo database, update photo metadata, and crop renditions on VPN (network server) for the back-end of *The Cut*.
- Responsible for managing and organizing the visual coverage for multiple international 'fashion weeks'.

### **LoftLife Magazine (January 2007 – March 2010)**

**New York, NY**

#### **Photo Editor**

- Oversaw all photographic elements, color correction and retouching of the print publication and online.
- Maintained relationships with photographers and image providers, arranged photo shoot locations, and negotiated budgets.
- Photographed quarterly feature travel story, showcasing various design centric cities both domestic and international.

### **The Black Book (March 2005 – October 2008)**

**New York, NY**

#### **Production Manager, Graphic Designer**

- Designed and produced quarterly, hardbound resource books used as directories for the creative community worldwide.
- Project managed all printing, prepress, posting material to FTP; and maintained relationships with vendors.
- Founder and director of Black Book *RAWFIFTY* competition, a national talents search for emerging artists of all mediums.

## **FREELANCE (2004 – Present)**

**Nationwide**

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**Web Design** - Conceptualize, design, and build websites using Dreamweaver, Photoshop, and HTML.

**Event Photography** - Photograph corporate campaigns, special events, architecture, weddings, and concerts for high-end clients.

## **EDUCATION**

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### **American University (1999 – 2003)**

**Washington, DC**

GPA: 3.43 Graduated with a B.A. in Interdisciplinary Studies

- Visual Media expressing Multicultural Studies and Anthropology

### **International Center of Photography (2007 & 2009)**

**New York, NY**

- Continuing education in: Fine Art Portfolio Printing, Web Design, and Advanced Photoshop technique.

### **ESL Teacher Certification (September 2003 – August 2005)**

**Barcelona, ES**

- Responsible for teaching reading, writing, listening, and grammar to business professionals.

### **Cornerstone Foundation (May 2003 – August 2003)**

**San Ignacio, BZ**

- Studied and photographed personal accounts, generations of culture and women's issues.

## **SKILLS**

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- Photoshop, InDesign, Illustrator, Bridge, Dreamweaver, After Effects, Flash, Lightroom, Camera RAW, color-correcting, retouching, digital output, photo metadata, archiving, HTML, MySQL, Quark, MS Office, Sales Force, Atex, PGL, VPN, and advanced Spanish.

## **INTERESTS**

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- Travel, photography, design, fashion & beauty, health & fitness, architecture, Zumba®, skiing, biking, advertising, and social media.