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| JOB HISTORY | COMPLEX, New York, NY Create InDesign workflow allowing export of tagged magazine print content for easier website management. | InDESIGN CONSULTANT | 5/08 |
| | FLEX and MUSCLE & FITNESS, Los Angeles, CA & COUNTRY WEEKLY, Nashville, TN Create InDesign style sheets, libraries and templates during software transition at these magazines. Answer software questions. | InDESIGN CONSULTANT | 2/08 9/07 |
| | THE DAILY, New York, NY Editorial layout and photo illustration for this fashion magazine. | FREELANCE DESIGNER | 1/08 |
| | MARIE CLAIRE, New York, NY Editorial design of this monthly consumer magazine. | FREELANCE DESIGNER | 9-10/07 |
| | STUDIO 143XO, New York, NY 2007: Design, produce and manage print promotional campaign for national release of "The Hip-Hop Project," a documentary film. Design posters, invites, postcards, signage, tickets. 1999-2002: Design, produce and manage all jobs from concept to print for this small design studio. Design a corporate identity, letterhead and 32-page book which procured over \$500,000 for Art Start, a non-profit benefitting homeless kids in New York. Create brochures, signage, collateral and ads for other clients. | SENIOR DESIGNER | OFF AND ON, 1999-2007 |
| | HUNTER COLLEGE, New York, NY Teach graduate-level course, "Culture Jamming: Subverting Popular Media Strategies," in Film and Media Department. | ASSOCIATE ADJUNCT PROFESSOR | 2006 |
| | NEW YORK, BUSINESS WEEK, SUPERMARKET NEWS Create working InDesign templates, style sheets, tables and libraries for staff designers. Answer software questions. | InDESIGN CONSULTANT | 2006 |
| | LIFETIME TELEVISION, New York, NY 2006: Develop logos for Lifetime subsidiary channels. 2005: Design logo and national point of purchase campaign for Lifetime's "Welcome to Paradise" sweepstakes. Integrate Lifetime's new look with three marketing kits used to promote 2005 programming. | FREELANCE DESIGNER | 9/06, 4/05 |
| | SPORTS ILLUSTRATED FOR KIDS, New York, NY Design feature articles for this monthly kids' magazine. Maternity replacement for Art Director in 2005. Establish "big head/tiny body" athlete caricature style now regularly featured on calendar page. Senior Designer on "Toy Time!" (2000), a yearly special feature section. Draw spot illustrations including Martian slime, Athlete of the Year award, giant pencils and funky sports equipment. Edit photos and hire illustrators. | FREELANCE DESIGNER | OFF AND ON, 1998-2005 |

OTHER CLIENTS Aerosoles, Amster Yard, BabyTalk Magazine, DNR, Footwear news, Grey Advertising/G2, Myadguys.com, O Design Group, Oxygen Network, Redbook, TV Guide

SKILLS **MAC:** InDesign, K4, Photoshop, Illustrator, Quark, QPS, Dreamweaver, Acrobat, Word
OTHER: Offset and digital printing, including ink jet, duratrans and duraflex. Color expertise including RGB to CMYK and Pantone ink to CMYK ink conversion and calibration. Expert with photo retouching, color separations, and press checks. Art direction of photo shoots. Signage industry proficiency including vinyl graphics and vacuum-formed plastics.

AWARDS **Special Citation**, Henry Luce Award, 2000, for design of Personal Service article, "Toy Time!," Sports Illustrated for Kids
Book of the Year, co-winner, 1996, Pacific Northwest Booksellers, for illustrations in *Voyage of a Summer Sun*, by Robin Cody

PUBLICATIONS *Designing Brand Identities*, 2006, book by Alina Wheeler, Wiley & Sons
ABC News "Hype" with John Stossel, Dec. 2000, hour special featuring design-based artwork
Advertising Age, June 19, 2000, "Do You Know Your ABCs?" feature article
Adbusters, Oct./Nov. 2000, "Are You Losing the Battle of the Mind?" feature article

EDUCATION **M.F.A.**, The School of the Art Institute of Chicago, 1996, Chicago, IL
Continuing Education, Pacific Northwest College of Art, 1993, Portland, OR
B.A., Wesleyan University, 1991, Middletown, CT. Honors Graduate