

FREELANCE DESIGN

EGO Magazine

October 2004 – present

Design Director for EGO, a New York-based lifestyle magazine for the South Asian diaspora. Under a tight deadline, autonomously designed a fluid grid and typographic structure for look and feel of launch issue. Over 150 pages, with diverse editorial spreads ranging from fashion to design. Further responsibility included all pre-press production working directly with the printer, and project management.

Laird+Partners

October 2003 – September 2004

Graphic designer for fast-paced luxury advertising agency; clients including DKNY, Donna Karan, Gap, Nautica, Ciroc.

Major campaigns worked on: DKNY JEANS re-branding, DKNY Spring 2004 “Road Stories”, DKNY “Be Delicious” fragrance, and STYLE.COM fashion week and shop ads. Also involved in design and production of new pitches (including Porsche + Style.com), Photoshop retouching, mailings, NY time ads, books, and some packaging.

Vikki Hughes Designs

Sept 2003 – Oct 2003

Identity for high end custom jewelry designer

Fenway Public School | Prank Design

June 2003 – August 2003

Developed Fenway Public School’s annual Year in Review under tight deadlines and a limited budget. From concepts to completion we created this 32 pg., two color book working closely with the client and copywriter.

Fiddleheads Catering Co.

May 2003 – June 2003

Illustrated and designed logo and identity system for a new organic catering business.

Art Institute of Boston @ Lesley University | Prank Design

May 2003

Conceptualized, art directed, and photographed the 2003-2004 AIB student handbook cover.

Rick Rawlins –Work | The Art Institute of Boston

June 2002–September 2002

Conceived and designed the 2003 Southern Graphics Print Conference identity. Presented to a large planning committee.

The Southern Graphics Council | Studio Influx

September 2002–December 2002

Art directed a team of eight student designers on implementation of identity onto a variety of promotional materials for the 2003 Southern Graphics Print Conference. Projects included 14 pg. Prospectus, local mailer, signage, advertisements, letterhead, certificates, badges, tote bags, tee shirts, etc.

Studio Influx | The Museum of Printing

January 2002–May 2002

Created exhibit on history of digital printing and typography with a student design team. Extensively researched for wall sized timeline digitally printed on variety of unconventional surfaces.

EDUCATION

Art Institute of Boston, 2003

BFA Design | Photography minor
Valedictorian

RECOGNITION

Senior Award - Best of Department

AIB Merit Scholarship recipient

Scholastic Art Gold Key recipient

SOFTWARE

Proficient in: Mac os9 and X, Quark, InDesign, Illustrator, Photoshop, Dreamweaver, Portfolio 6, Iview Media Pro, Microsoft Office

Basic knowledge of: Flash, HTML

INTERNSHIPS

Design Continuum | Graphic Design Intern

June 2003 – August 2003

Worked independently and as part of the Continuum branding team on various projects including Sprint collateral, IDSA tradeshow panels, Ad Campaigns for national publications, and various marketing materials. Designed the I/ACT (Italian New England Chamber of Commerce) website.

Guarino Design Group | Graphic Design Intern

June 2002 – August 2002

Worked under principal designers to expand on and devise new solutions for BAC alumni Identity, Boston Philharmonic advertisements, Dine Boston wall mural, Big Brothers annual report, and other projects.

PHOTOGRAPHY

Meeka Salise Productions

Olympic Greasy Watermelon: Shot Film stills and videography. Film showcased at the Independent Film Project (NYC) and Independent Film and Video Festival’s 2002 (NYC, LA, and Las Vegas)

Photographs have appeared in: The Boston Globe, Acoustic Guitar magazine, Boston Phoenix, Stuff at Night, The Weekly Dig, The annual FAF Animation and Video Show, Olympic Greasy Watermelon DVD, and many websites and musical promotions.