

*My motivation is to engage and connect people with art and with each other through the creation of expressive and meaningful pictures and words.*

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## PROFESSIONAL HIGHLIGHTS

**EXHIBITIONS – Chermayeff Geismar Inc. / C&G Partners LLC** – Graphic Designer, 2004-2006  
Developed, designed, and managed numerous graphic experiences including 150+ educational panels including diagrams and other information graphics.

**MOTION – Tim Hunter Design** – Graphic Designer, 2004

Developed moving advertisements and welcome animations for clients of the Time Warner Center including Samsung, First Republic Bank, CNN, CBS News, and the Restaurant and Bar Collection at The Shops at Columbus Circle.

**PRINT PROMOTIONS – The Young Associates at CAM** – Freelancer, 2007-2008

Designed promotional flyers for contemporary art events affiliated with the Chelsea Art Museum.

**WEB – Avalon Salon & Day Spa** – Freelancer, 2008

Designed and programmed (Flash) new web site for this landmark New York City salon.  
[www.avalonsalondayspa.com](http://www.avalonsalondayspa.com)

**WEB – Only Make Believe** – Freelancer, 2007

Designed and programmed (HTML, Flash) new web site for this unique non-profit organization.  
[www.onlymakebelieve.org](http://www.onlymakebelieve.org) (Original design no longer in use)

**ILLUSTRATION – Taylor Puck (Author)** – Freelancer, 2010

Created pencil and ink proposal illustrations for the novelty dating book, "How to Get Laid in Less Than Three Dates" by author Taylor Puck. (Project still in progress)

**IDENTITY – Francesca Cervero Yoga & Wellness** – Freelancer, 2011

Consulted and developed graphic / web identity including logo, stationery, graphic standards, copywriting, photography, and retouching/correction. [www.francescacervero.com](http://www.francescacervero.com)

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## TEACHING EXPERIENCE

**GRADUATE – New York Academy Of Art** – Lecturer, Professional Practices, 2009

Lecture & Demonstration: Photoshop Basics for Painters

**UNDERGRADUATE – Pratt Institute** – Visiting Assistant Professor, 2006-Present

Courses: Typographic Design I & II, Design Procedures I & II

**CONTINUING ED – Pratt Institute** – Visiting Assistant Professor, 2007-2010

Courses: Introduction to Graphic Design, Summer Intensive

**YOUTH – Pratt Institute** – Visiting Assistant Professor, 2007-2010

Courses: Introduction to Graphic Design, Precollege Summer Program

**YOUTH – Pratt Institute** – Lecturer, 2004

Lecture & Demonstration: Cubist Drawing, Saturday Art School Brooklyn

## STRENGTHS & INTERESTS

Conceptual thinking • Problem solving • Front end strategy and development • Teaching • Drawing and sketching • Typographic layout • Information graphics • Continuing education in art history, painting, writing, human anatomy, meditation and technology

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## COMPUTER SKILLS

Adobe CS5 – Photoshop, Illustrator, InDesign, After Effects, Dreamweaver (HTML & CSS), Flash • Quark Xpress • MS Office – Word, Powerpoint, Excel • Wordpress • MPG Encoders • Photo retouching and color correction • Digital painting and illustration

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## EDUCATION

**Master of Fine Arts** – Painting, 2010

New York Academy of Art

**Bachelor of Fine Arts** – Graphic Design, 2004

Pratt Institute