

## EXPERIENCE

**Partner & Design Strategist**

Gilman Street Media, Berkeley, California, June 2010 - Present

Communications firm focused on brand, identity, strategic marketing, print design, web development and custom programming.

**Freelance Graphic Designer & Photographer**

VNeumark Design, Berkeley, California, October 2008 - Present

*Hollywood Rock Academy & Foundation*

Board member: Vice President of Education

Creating identity & collateral materials, general advertising, website design/development, social networking, fundraising, messaging, and event photography for a non-profit music education organization.

*OperaWorks*

Director of Communications

Revitalized branding, identity & collateral materials, general advertising, social networking, and website design for a non-profit Opera education organization.

*Matibabu Foundation/ Tiba Foundation*

Revitalized branding, identity & collateral materials, and website design for a non-profit that provides health resources to Kenya.

*Habitat For Humanity East Bay*

Projects include: bi-annual newsletter, event & portrait photography, banners & other collateral materials for marketing and fundraising campaigns.

*Common Circle Education*

Revitalized branding, identity & collateral materials for a non-profit permaculture and sustainability education organization.

*Design Action Collective*

Graphic design & print production for a design studio focused on non-profits, companies for social change and environmental conservancy.

*MyLuxuryTrade.com*

Branding, website design/development

*Angela Zoldos Jewelry Designs*

Branding, identity & collateral materials, website design and product photography

**Lead Graphic Designer**

Galpin Motors, North Hills, California, October 2006 - October 2008

Revitalized company branding and visual identity across multi-media platforms. Created new collateral materials, advertising, direct mail, banners, environmental design and photography for nine automotive franchises and Galpin Auto Sports, home of MTV's Pimp My Ride.

**Associate Director, Career Services**

Art Center College of Design, Pasadena, California, November 2005 - October 2006

Developed an alumni/student mentorship program - The Dot Exchange

Cultivated and maintained internship and new employment opportunities for students

**Principal/Dean of Admissions**

STAR Prep Academy, Culver City, California, February 2004 - September 2005

Provided leadership for a new private middle school and high school located within the STAR ECO Station, an environmental science and wildlife rescue center. Responsibilities included recruitment and organization of students and teachers, creation and implementation of new curricula and innovative programming, coordination of WASC accrediting process, and development of partnerships with the West LA Community. Oversaw all budgetary concerns, payroll, and other resource allocations. Directed the design, production, and implementation of all marketing strategies and materials.

**Director**

STAR Education Science Department, October 2003 - August 2004

Responsible for providing K-12 programming to 36 school districts throughout Southern California including after-school enrichment classes, in-school science enhancement, assemblies and mobile exhibits, summer camps, night and weekend family events, and G.A.T.E. programs.

Management, planning and implementation of curriculum, hiring and training of teachers, creation and marketing of new programs, budget maintenance, and payroll.

**After-School Program Director**

STAR Site - Meadows Elementary School, September 2003 - February 2004

Responsible for the organization of an after-school outreach program that provides K-5 students with enrichment instruction. Coordinated teachers, maintained class budgets, and marketed courses.

**Art Teacher/Long Term Substitute**

Beverly Hills High School, BHUSD, February 2003 - June 2003

Created and taught new and innovative curriculum for art classes benefiting 9th-12th grade students.

**Art Teacher/Teaching Assistant**

Massachusetts College of Art, Boston MA, February 2001- February 2002

Co-Taught and created the curriculum for seven, secondary school academic programs including: February and April Xtreme Weeks, Studio Explorations, A Day in the Life of Leonardo DaVinci, Experimental Photography, 2D/3D Fundamentals, and Issues and Images.

**ArtsREACH Coordinator**

University Art Gallery, University of California, San Diego, September 2001 - December 2001

Responsible for the organization of an Outreach program which served K-12 schools throughout the San Diego area. Created supplemental education curriculum for educators. Coordinated docents, tours, Craft Center demonstrations, and musical recitals.

EDUCATION

California College of the Arts  
MBA in Design Strategy, August 2010 - Present  
Extension Education, January 2009 - June 2010

University of California, Los Angeles - Extension  
Extension Program, Spring 2008  
Courses include: Advanced Typography

Art Center College of Design  
Art Center at Night (ACAN) Extension Education, November 2005 - April 2007  
Courses include: DIY Graphic Design, Branding  
Workshops: InDesign, Illustrator, Dreamweaver

Pepperdine University  
Master's Degree: Education, April 2003  
Professional Clear Teaching Credential: Art, CLAD Emphasis

University of California, San Diego  
Bachelor's Degree: Visual Arts- Studio, June 2000  
Minor: Photography

SKILLS

Hardware  
Macintosh and PC Platforms

Software  
CS4 (PhotoShop, Illustrator, InDesign, Dreamweaver, Fireworks, etc.)  
QuarkXPress  
Microsoft Office (Word, PowerPoint, Entourage, Excel, etc.)  
FileMaker Pro  
HTML/ CSS/ PHP/ CMS (Wordpress, Drupal, MODx, etc.)

AWARDS

Charter School Conference Grant  
University of California, Los Angeles  
Graduate School of Education and Informational Studies  
June 2004 and June 2005

Russell Grant  
University of California, San Diego  
Visual Arts Department and Professors  
Photography Series: "Paintings of the 21st Century"  
1999-2000