

avivagrinnell

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work experience

REDBOOK Magazine New York, NY February 09 - Present
GRAPHIC DESIGNER

- Collaborate with other designers and art director to conceptualize and design layouts, advertorials, integrated marketing materials, invitations and event materials
- In charge of preparing files for press including trafficking all layouts and proofs, making color corrections and retouching
- Responsible for marketing department photo research, editing, purchasing and sourcing from stock agencies, photographers and illustrators

Hearst Studio D New York, NY August 09 - Present
STUDIO INTERN

- Assist Studio D Photographers on shoots for all Hearst magazines
- Work with Studio Photographers, Stylists, and Editors for up to 10 shoots per day

Jayne Wexler Photography New York, NY January 09 - August 09
STUDIO INTERN

- Manage studio and production activities, assisted with both on location and studio shoots, retouch and maintain website and promotions
- Organized and maintained orders for corporate and event clients

Reader's Digest Advertising and Promotions New York, NY August 07 - February 09
GRAPHIC DESIGNER

- Work closely with marketing team to develop promotions
- Responsible for all marketing department photo research, editing, purchasing and sourcing from stock agencies, retouching and creating press ready files
- Design all marketing and sales power point presentations, advertorials, sell sheets, integrated marketing materials, invitations and event promotional materials

Rare Magazine Austin, TX August 06 - July 07
ASSOCIATE DESIGNER

- Designed both features and advertisements for print and web publication
- Assisted lead photographer on location and studio shoots for feature and product shots as well as photographed promotional events and fashion shows
- Photo edited and retouched images for print and web formats

American Spa Magazine New York, NY May- August 06
FREELANCE ART ASSISTANT

- Designed the front of the book and back of the book sections of the magazine
- Worked closely with the art director and assisted editors with all art research for stories, photographer bookings, prop shopping, sending tear sheets and proofs to photographers and assisted with styling still life photo shoots, assigned illustrations

education

University of Texas at Austin May 2007

- Bachelor of Journalism, focusing in design and photography
- Graduated with High Honors
- Study abroad on Semester at Sea through the University of Pittsburgh

other interests

The International HUG Foundation (Help Uganda Grow)

- Annual Benefit Gala Volunteer

skills

Adobe Illustrator, InDesign, Photoshop, Acrobat, and Bridge (CS3) in a Mac platform, Quark, Dreamweaver, Microsoft Office, Digital and Film SLR photography and studio lighting

references

Jeeka Hahn: 917.806.0130 | **Don Oehl:** 212.696.6821 | **Lynn Serra:** 917.306.3418