



Georgia Benardos | graphic designer

resume

portfolio: www.georgiagraphic.com

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Skills and Qualifications

Proficient in:

- Photoshop
- Illustrator
- InDesign
- Fireworks
- Acrobat & Distiller
- Dreamweaver
- Quark
- Image Ready
- PowerPoint
- Word
- FTP (Fetch)
- Mac OS maintenance & troubleshooting

Knowledge of:

- HTML
- CSS
- Javascript
- Basic PHP
- Offset printing processes
- Excel
- Quicktime
- Quicken
- GoLive
- IBM/Windows OS
- NewsEdit server

Digital Imaging:

- Scanning
- Color-correction
- Digital Retouching
- Image optimization for web

Design:

- Layout and 2-D graphic design for print
- Typography
- Illustration (in digital and traditional mediums)
- Web graphics and site design
- Offset Printing methods and production workflows

Project Management:

- Coordinate production schedules
- Manage contact with writers, advertisers, outside artists, and printers to maintain submission quality and deadline
- Balance project integrity with budget constraints
- Highly organized and self-motivated
- Deadline conscious, detail oriented, high-performance personality

Education

School of Visual Arts NYC, **BFA**, 1992

The New School NYC, **Certificate in Graphic Design**, December 2002

School of Visual Arts NYC, Continuing Education class, **Dreamweaver**, April 2007

Employment

Aug. 2007-present | **The New York Observer**, *Layout and Production Artist*. Responsibilities include:

- Preparation of template pages and update InDesign libraries for each week.
- Layout of stories from InCopy, using NewsEdit server workflow (placing stories, refers, heds, captions, and pull quotes). Coordinate image placement with Art Director and Photo Editor
- Image conversion to CMYK, color-correction for newsprint (B&W and CMYK), scanning and creation of silhouettes
- Working with Art Director to maintain design standards and achieve consistency from week to week
- Work with closely with story Editors and the Head of Production to maintaining a smooth production workflow
- FTP final pages to printer

Employment history continued on next page

Jan. 2002-present | **GeorgiaGraphic Designs**, *principal*. Recent freelance projects include:

- *Roy Michaels Salon*: visual identity, letterhead, web site concept, architecture, and design including internet form submission (using PHP), in progress
- *Ayala Museum, Manila, Philippines, sculptor Ben Gonzales*: creation of PowerPoint presentation, self-playing Quicktime movie and DVD for public art exhibition, Dec. 2006
- *The QUANTster monthly*: e-newsletter in PDF format (clients: UBS, Ernst & Young, and Barclays) re-working of logo & collateral materials for print and e-distribution, Jan. 2007
- *The Black & Blue Ball*: Complete promotional package including poster, tickets, passes, programs and direct mail flyers
- Assorted print ads, logos, letterheads, business cards, flyers and direct mailers
- Website design and architecture and animated graphics for web advertising (e.g.: banners and “skyscrapers”)

Oct. 2003-Oct. 2006 | **The SoHo Journal**, *Editorial and Graphic Design*. Responsibilities included:

- Re-design of local arts and politics magazine. Created FOB and BOB templated pages, as well as a consistent “look” for the editorial features
- Maintaining typographic and visual consistency from issue to issue using style sheets and master pages
- All aspects of layout and design from concept to finish, including pre-production planning, image conversion, color-correction, formatting text and image scanning, typographic and editorial design, output of files to printer, and proofing printer’s “blueprint” for final output
- Communicating with writers, photographers, editors and printer to attain materials and maintain deadlines
- Self-motivated and the ability to work both independently, and with others, under tight deadlines

Jan. 2001-Sept. 2004 | **Mercy Magazine** • *Creative Director and Graphic Design*. Responsibilities included:

- All aspects of layout and design from concept to finish, including pre-production, image conversion, color-correction, formatting text and image scanning, typographic and editorial design, output of files to printer, and proofing printer’s “blueprint” for final output
- Worked with writers and photographers to incorporate their work into original editorial designs

Fine Arts Experience

- Extensive photography skills
- Environmental sculpture and installations
- Painting (oil, gouache)
- Drawing skills

Further Career interests

- Expand my back-end coding knowledge in DHTML (PHP, MySQL databases, and Javascript)
- Learn motion graphics applications, particularly Flash and After Effects