

9/90 to Present **Principal, Lentini Design**

- clients include: Alzheimer's Association Orange County Chapter, Los Angeles Unified School District, Los Angeles City College, Latina Lawyers Bar Association, Los Angeles Community College District, Metropolitan Water District, The California Construction Expo, Independent Writers of Southern California, Los Angeles Chapter of The United States Green Building Council, Sandra Lee Semi-Homemade, the Mexican American Bar Association, Korn Ferry International, Private Security, Randy Miller's Predators in Action, Orange County Transportation Authority, West Adams Heritage Association, The Lafayette Square Association, Street Poets, Friends of El Faro, Pacifica Community Charter School, Tides Charter School
- creative projects: branding, logo and signature formats, information and sales brochures, magazines and booklets, calendars, catalogs, sell sheets, newsletters, posters, banners, event guides, marketing materials, ads, environmental signage (banners, billboards, murals), emarketing and web design and development in both static and dynamic arenas, search engine optimization and online marketing strategies
- all aspects of marketing, design and directions for print and web, from concept through production, such as creating and presenting proposals and estimates; setting budgets; hiring and directing photographers, illustrators and writers; all aspects of traditional production; all aspects of electronic production, such as design, layout, scanning etc.; generating printing specifications; choosing printers and overseeing and approving pre-press and printing; all aspects of web design and development such as content development, architectural design, user interface design, look and feel design, programming, integrating shopping carts, researching site stats, search engine optimization
- awards include: Graphic Design USA 2009 (10), Graphic Design USA 2008 (10), Graphic Design USA 2007 (8), Graphic Design USA 2006 (3), Graphic Design USA 2005 (2), Graphic Design USA 2004 (1), Graphic Design USA 2003 (1), Medallion Award 2002
- special knowledge: proficient in all industry-standard software—QuarkXPress, InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat, a myriad of online content management systems (RedDot, Omni, Joomla, Tweak)

10/95 to 8/96 **Design Director, The Grand Group**

- clients included: Kraft Foods, The Quaker Oats Company—Gatorade brand, Jim Beam Brands, CNA Insurance, Leaf Candies, American Dairy Association (ADA), Keith Clark
- creative projects: sell sheets, FSIs, point of purchase—counter cards, case cards, shelf talkers, bottle neckers, displays, etc.; on-premise materials, marketing program binders, booklets, brochures, posters, banners, and logo and signature formats
- responsibilities included: all aspects of direction and design for print and presentation, from concept through production, such as setting budgets; hiring and working with photographers, illustrators, designers and writers; creating original illustration; all aspects of traditional production; all aspects of electronic production; generating printing specifications; choosing printers and overseeing and approving pre-press and printing; also project managing, such as: creating project budgets, creating production schedules and project follow-up
- responsibilities also included: managing and trouble-shooting all Macintosh workstations, managing back-ups of all files created in-house, recommending software and hardware

12/94 to 9/95 **Art Director, Robinson & Maites, Inc., Promotional Marketing**

- clients included: Hiram Walker, Philip Morris, Budget Rent a Car, KPMG Peat Marwick, Arthur D. Little, Ameritech Corporation, Pacific Bell Telephone

- responsibilities included: all aspects of direction and design for: direct mail; consumer ads; point of purchase—counter cards, case cards, shelf talkers, bottle neckers, coupons, etc.; business-to-business brochures; client presentations; direct from data presentations; working with photographers, illustrators, writers and designers; all aspects of production of electronic keylines; approving printing
- responsibilities also included: managing and trouble-shooting Macintosh workstations, managing back-ups of all files created in-house, recommending software and hardware

3/92 to 12/94

Art Director, Media Options Communications, Inc.

- clients included: McDonald's Corporation, Quaker Oats Company, State Farm Insurance, LaSalle Banks, Gist-Brocades, American Crop Protection Association, Chicago Fire Department
- responsibilities included: all aspects of direction and design for print, meetings/seminars and animation from concept through production, such as creating and presenting proposals; meeting with clients; hiring, setting budgets and working with photographers, illustrators, writers and designers; overseeing animation creation; creating speaker support for meetings/seminars and all print collateral; all aspects of production; creating original illustration; choosing printers and overseeing and approving printing; also aspects of project managing, including meeting with clients, creating production schedules, creating project budgets, generating invoices
- creative projects: recruitment communications, educational programs, consumer communications, business-to-business communications, internal communications, environmental communications, logo and signature formats
- special achievements: teaching Copy/Art class at Columbia College

8/90 to 3/92

Principal, Hilary Hollingshead Design

- clients included: American Hospital Association, Ambrosi and Associates, Artisan Inc., Bayer Bess Vanderwarker, Baxter Healthcare, Cahners Publishing, Dan Dee Display, Fiorelli Graphics, Freelance Hotline, Morton International, Media Options, Nightengale Conant, Outside Magazine, Tassani Advertising, United States Gypsum
- creative projects: two-color to seven-color books, brochures, magazines, newsletters, catalogs, posters, banners, promotional pieces, stationery sets, calendars, logos
- special achievements: teaching advanced seminars in QuarkXPress, Micro-Age Learning; Type Managing, Outside Magazine

10/88 to 8/90

Art Director, Office of Technical Services, The University of Illinois at Chicago

- responsibilities included: meeting with clients; design; specifying type; directing student designers; producing projects entirely on the Mac (often directly to film from disk); establishing traffic flow of production; keyline and paste-up; writing printing specifications; meeting with printers; press checks; follow-up on production of printed pieces
- creative projects: two-color to seven-color books, brochures, newsletters, catalogs, posters, banners, promotional pieces, stationery sets, calendars, magazines

Education

BFA, Communication Design, The University of Illinois at Chicago

References

Available upon request