

emily pittsley

GRAPHIC DESIGNER

experience

THE UNION, INC. :: MADISON, WI 11/05-7/09 :: PRODUCTION DESIGNER

- ▶ Design retail advertisements found in *The Union*. Design process includes idea concept to end product under strict deadlines using InDesign, Illustrator and Photoshop.
- ▶ I occasionally take photographs to be used in advertisements, sales materials and/or editorial features.
- ▶ Responsible for creating the weekly mock-ups and ad pagination for the entire paper, including the format and lay out of the entire calendar/local section of *The Union*. Layout of local section includes taking original Word documents from writers and using style sheets to format and lay out text/photos in a creative and eye-pleasing fashion. This section typically ranges from 10-20+ pages weekly.
- ▶ Assist with special projects such as a sales manual, various sales sheets, logo designs/etc. Credited for work done on *Onion* book "*Homeland Insecurity: Complete News Archives, Volume 17*" published in October of 2006.
- ▶ Accompany sales representatives to client meetings and help advertising sales by designing speculative ads.
- ▶ Preceptor for interns in both design and photography.
- ▶ Design point person for multiple markets including Austin, Chicago, Denver, Milwaukee, Minneapolis, LA, New York and San Francisco as directed by the National Director of Production.

KRAMER PRINTING :: WAUNAKEE, WI 7/04 -10/05 :: GRAPHIC DESIGNER

- ▶ Responsible for print production and design work. Worked independently as well as directly with art director to produce and design new jobs. Designed items include such things as business cards, brochures, letterhead, envelopes, and booklets.
- ▶ Using Quark XPress, Photoshop, Illustrator, InDesign, Pagemaker and various other design programs, manipulated customer files daily to correct and set up for proper printing process.
- ▶ Designed and updated weekly/monthly newsletters for multiple accounts. Scanned artwork on flatbed and negative scanners as well as color correcting photos/images.
- ▶ Used Preps and Rampage for ripping files and setting templates for printing direct-to-plate. Did some plate making and used an imagesetter to produce film negatives.
- ▶ Provided occasional bindery assistance.

CAPITAL NEWSPAPERS :: MADISON, WI 9/02 - 7/04 :: GRAPHIC DESIGNER

- ▶ Designed retail advertisements for Capital Newspapers which owns *The Wisconsin State Journal*, *The Capital Times*, and many other newspapers/shoppers/special sections. Design process included idea concept to end product while working in a team setting under strict daily deadlines.
- ▶ Created classified advertisements, special section advertisements and designed projects such as inserts/flyers, logo design, sales materials, etc. using Quark XPress, Illustrator and Photoshop. Responsible for updating special sections online.
- ▶ Accompanied sales representatives to client meetings and boosted advertising sales by designing speculative ads. Won internal contests for most speculative ads designed and for most speculative ads sold.

UNIFIED NEWSPAPER GROUP. OREGON, WI 11/01 - 9/02 :: GRAPHIC DESIGNER/PHOTO TECHNICIAN

- ▶ Scanned and color corrected all photos and artwork in the *Fitchburg Star*, the *Oregon Observer*, the *Stoughton Courier Hub* and the *Verona Press* and one weekly shopper. Scanning was done on a flatbed scanner, a negative scanner and digital camera files using Adobe Photoshop.
- ▶ Designed a wide-range of ads to be used in all the newspapers and special inserts. Assisted the newspaper editors with page paste-ups and sending film to image setter. Also updated newspaper websites on a weekly basis.

WEATHER CENTRAL, INC. :: MADISON, WI 6/00 - 11/01 :: GRAPHICS TECHNICIAN

- ▶ Gathered weather data via the National Weather Service, to personally produce 40+ newspapers' weather pages daily under very strict deadlines. Gathering data included: making phone calls, checking websites and using weather service coding to look up daily weather records.
- ▶ Designed weather maps and graphics daily for each paper, along with some newspaper redesign. Assembled pages using Apple scripting, then proofed and archived files for clients to download via the web. Position included copywriting and editing.
- ▶ Assisted clients over the phone with questions and concerns.

THE STAR NEWS :: MEDFORD, WI 8/99 - 6/00 :: PHOTO TECHNICIAN/AD PRODUCTION

- ▶ Responsible for all photo and artwork scanning in the weekly newspaper, shopper and tabs, using both flatbed and negative scanning.
- ▶ Downloaded and color corrected all digital and e-mail photos.
- ▶ Developed all black and white film in a darkroom, including 400 & 3200 speed.
- ▶ Worked on ad design for all papers. Designed customer print work and estimated job costs. Jobs included business cards, flyers and raffle tickets.
- ▶ Assisted in customer service by answering phones, cash handling, and helping customers with ink and paper choices.

L&S PRINTING :: WAUSAU, WI 5/98 - 7/99 :: GRAPHIC DESIGNER/TYPESSETTER

- ▶ Multi-tasked under tight deadlines all design work at the printing company.
- ▶ Worked one-on-one with customers to successfully create 3 & 4- panel brochures, business cards (including logo design), envelopes, flyers, letterhead, posters, small booklets, tickets, etc.
- ▶ Developed negatives from an image setter and occasionally used a plate maker for customer proofs. Worked with paste-up and camera-ready art.
- ▶ Assisted in all areas of customer service including: answering phones, cash handling, copying, filing, taking orders, information gathering, and some job write-up.
- ▶ Occasionally assisted with folding/bindery work.

freelance

PUBLIC EMILY NO. 1, LLC :: PERSONAL FREELANCE COMPANY

- ▶ Design advertisements, logos, business cards, letterhead, postcards, brochures and much more for clients nationwide.
- ▶ Familiarity with HTML, CSS and Dreamweaver.

education

- ▶ University of Wisconsin-Whitewater
- ▶ Graduated 5/98 :: G.P.A. 3.592
- ▶ Graduated Cum Laude overall and Magna Cum Laude in my major
- ▶ Bachelor of Arts Degree :: Graphic Design Emphasis :: Advertising Minor

awards

- ▶ Winner of 2004 Newspaper Association of America's (NAA) ACME award



EMILY PITTSLEY

OF: PUBLIC EMILY NO. 1, LLC

Owner/Art Director

PublicEmilyNo1@hotmail.com