

LUCY FREND

lucy@lucyfreund.com

646.704.1083

profile

Active industry professional with excellent communication skills and thorough knowledge of the design process seeking opportunity within advertising.

skills

PhotoShop
Illustrator
InDesign
Dreamweaver
QuarkExpress
Social networking sites
Blogs
HTML
PowerPoint
Word
Outlook
Excel
QuickBooks
Mac or PC
Color management
Pre-press production

education

FLORIDA STATE UNIVERSITY, FL
Master of Science, Communications, 2006
FOOTHILL COMMUNITY COLLEGE, CA
Associates Degree, Graphic Design, 2001
MENLO COLLEGE, CA
Bachelor of Arts, Communications, 1998

experience

FERTIG, NY

Freelance Production Manager, April 2008 - Present

Liaison between manufacturer and artist. Pro-actively provide 'solutions' that contribute to client success. Maintain clear direction, facilitate color management and complete technical design for all packaging.

PROJECT ENERGY SAVERS, NY

Freelance Office Manager/Graphic Designer, March 2008 - Present

Cultivate client relationship and social understanding of energy efficiency. Articulate client state policies and incorporate within creative; tip books, calendars and books. Responsible for the design of; magazine, trade booth, website, banner ads and email blasts. General office & administrative tasks including billing, payroll and maintaining organized filing system.

MEDIATEK, NY

Freelance Website/Logo Designer, July 2007 - January 2008

Lead brainstorming sessions and discussions for brand identity of Deep Dish T. V. Conceptualized design specs and collaborated with art director.

GFS ADVERTISING, NY

Freelance Website/Logo Designer, April 2007 - July 2007

Developed brand identity for their web presence with a new website and logo.

PAUL BRENT DESIGNER, FL

Senior Graphic Designer, March 2002 - November 2006

Performed lead role in the design of the best selling Paul Brent art print. Researched and forecasted art direction of upcoming trends/color schemes. Conceptualized imagery for a variety of products including textiles, stationery and packaging. Participated in press checks and coordinated projects with manufacturers. Motivated and inspired graphic design team. Maintained website. Sales person and client liaison at the New York licensing shows.

CLICK WEEKLY, CA

Editorial Assistant, August 2000 - October 2001

Wrote entertaining weekly calendar of events. Assisted in editing, layout and design. Generated publicity for magazine by cultivating relationships within the community and assisting with events.

WOODWARD & MCDOWELL, CA

Public Relations Field Staff, June 1998 - July 2000

Actively involved in the campaign of Gov. Gray Davis. Researched oppositions campaign tactics. Identified opportunities to leverage client support. Implemented all administrative duties; scheduling meetings, travel, and conferences. Assisted in the composition of press releases.

honors/awards

Magna Cum Laude, Florida State University

Magna Cum Laude, Menlo College, CA

Captain Women's Soccer Team, Menlo College, CA