

Carol Stanford

planetwhimsy.com/graphicsportfolio

845-750-1569 ■ 75 Sterling Street ■ Beacon, NY ■ 12508

Skills: MAC & PC: Adobe Creative Suite, Cloud and earlier versions. MSWord, MSEXcel, MSPowerPoint.

Experience:

Boehringer Ingelheim CHC as onsite graphic services **October 2006-present** **Danbury, CT**
Contract position through Southern Graphic Systems since 11/2007. Updating of Drug facts and design on OTC pharmaceuticals for cartons, web, FDA submissions. Creating comps and mock ups. Projects included, not limited to: packaging, new business ideas, marketing materials (FSIs, coupons, ads, displays, coupons, web banners.)

Beyond the Box **October 2005- October 2006** **Georgetown, NY**
Design of webpages in close conjunction with programmers. Some construction of web pages in Dream Weaver and Fire Works. (Mostly Photoshop and Illustrator)

CRSR Designs **January 2004- May 2006** **Kingston, NY**
Production and some design of brochures, ads, journals, signs and webpages for a design and marketing studio. (Quark, Photoshop and Illustrator.)

International Masters Publisher, Inc. **2000-2002** **Stamford, CT & New York, NY**
Design, production, color correcting, color separating and file management of brochures, flyers, game stickers, envelopes, booklets and packaging for direct mail marketing using Quark, Photoshop and Illustrator. Attended official brainstorming sessions with the whole company as well as a customized week long course on Creative Problem Solving. Observed test panels.

Alexander Isley, Inc **2000** **Stamford, CT**
Worked on packaging for Toys R Us Animal Planet. Developed and shared techniques in Photoshop and Illustrator to enhance the team of graphic artists on this project. (Aquent assignment.)

Amscan **1999-2000** **Elmsford, NY**
Color separating and design for party plates, napkins, hats and tablecloths. Esoteric use of Photoshop. Learned to use CoCo, a color correcting program that plugs in to Photoshop to change/adjust color as well alteration of color distribution. Lots of work in multichannels, as most of the printing was in hexachrome.

Pearson Education **1998-1999** **White Plains, NY**
Layout, design, photo retouching and file management for production of catalogs for educational products. Used Quark for Layout and Photoshop to save company money on silhouettes and special touch ups.

M.W. Samara **1997-1998** **Hawthorne, NY**
Digital photography of fashion jewelry using a Nikon N90 with digital base. Photo touch up with Photoshop. Arrangement of quick and easy laser printed catalog using ImageInfo. Trained others to use digital camera and various software. Developed customized touch-up/editing procedures with Photoshop that would interface with ImageInfo. Assignment through Vantage in New York City.

Total Containment **1994-1997** **Oaks, PA**
Graphic Artist in Marketing Department. Designed, photographed, co-wrote technical and promotional copy. Updated and produced price manuals, installation instructions, four color brochures and other marketing materials. Designed hats, awards, shirts, coffee mugs, pens, and other promotional items. Liaison with printers and other vendors. Co-created an in house photo studio and the processes required to run it, thereby reducing costs.

IBM **1992-1994** **Somers, NY**
Graphic Specialist for Marketing Department Library. Organized, maintained and ran Market Intelligence Library. Harvard Graphics and Lotus Freelance for charts and graphs. Used plotters and Tectronics printer for creating transparencies, Weekly and monthly update of competitor product database. Operated, scheduled and managed, video phone conferences (Picturetel).

Aquent (Graphics assignments) **1998-1999** **CT and PA offices of Aquent (was Mactemps)**
Pitney Bowes: Stamford, CT: Desktop publishing, text manipulation with Quark.
GE Capital: Stamford, CT: In-house graphics, PowerPoint, Quark, MSWord.
Sillery, Mayers & Partners: Layout of packaging for food stores. Some design. Quark, PS, Illus.
Gary Stock Company Croton Falls, NY: Layout, design, photo touch-up and printer liason for ads, catalogs, manuals, and magazines. (Clients included Porsche and Saab.)
Anne Klein: New York, NY: 1998 Desktop publishing with PageMaker.
Smart Health (Meigher Communications): Allentown, PA 1997: Layouts for a syndicated health paper. Quark.
Roche-Wheeler: Bryn Mawr, PA: 1997 Quark and some PhotoShop for real estate listing ads.
Ernst & Young, LLP: Used Illustrator for ads, brochures and invitations.

Education: Presently attending ESC. Have attended: SVA ■ SUNY Purchase ■ SUNY New Paltz ■ SUNY Stony Brook ■ WCC Peekskill & White Plains ■ Ursinus College