

BARBARA ZUCKERMAN

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EDUCATION.

- * **UNIVERSITY OF THE ARTS.** PHILADELPHIA, PA
MFA, Book Arts & Printmaking, 2006
- * **SYRACUSE UNIVERSITY.** SYRACUSE, NY
BFA, Communication Design, 1995
- * **ROYAL COLLEGE OF ART.** LONDON, UK
Summer Program, 1994

FREELANCE DESIGN EXPERIENCE.

- * **FAIRMOUNT ART CENTER.** PHILADELPHIA, PA (2007)
Designed the Fall 2007 brochure for schedule & classes.
- * **HYPER DESIGN.** PHILADELPHIA, PA (2002 - 2007)
Clients & projects included: style guide artwork, logos, brochures, patterns and/or packaging for ABC Studios, Pokemon, Classic Media, Marvel, Toy Biz, Bozart, Roomba and Nickelodeon.
- * **CIGNA.** PHILADELPHIA, PA (2006 - 2007)
Worked on intranet and print materials for myCigna and YourCignaLife.
- * **MOTHERS WORK, INC.** PHILADELPHIA, PA (2004 - 2007)
Worked on design, retail and marketing materials for A Pea in the Pod, Mimi Maternity and Motherhood retail stores.
- * **CONGREGATION RODEPH SHOLOM.** NYC (2000 - 2007)
Designed the temple logo as well as various other annual projects.
- * **APRES SPORT.** PHILADELPHIA, PA (2005)
Logo, storefront and t-shirt design.
- * **23K STUDIOS.** MALVERN, PA (2002 - 2004)
Designed corporate collateral for SAP Global, Towers Perrin, Siemens., and Star.
- * **VERITY FOUNDATION.** NORTH PHILADELPHIA, PA (2003)
Brochure design for a local non-profit, the Empowerment Group.
- * **PA PRODUCTION ASSOCIATES.** CONSHOHOCKEN, PA (2002 - 2003)
Designed and edited video stills for medical clients, a food television show, and the regional American Cancer Society Awards.
- * **GOODWIN DESIGN GROUP.** MEDIA, PA (2002)
- * **COREY & COMPANY, GAMEWRIGHT, LEARNINGSMITH, & PARKER BROTHERS.** (BOSTON, 1998 - 1999)
- * **CHILDREN'S TELEVISION WORKSHOP.** (NEW YORK CITY, 1999)

SKILLS.

- * **MACINTOSH COMPUTER.**
Extremely Proficient. Programs include: Adobe Creative Suite CS2, and Quark 6.5. Some knowledge of Dreamweaver, Flash, Html, ActionScript and JavaScript.
- * **ILLUSTRATION.** (Graphic & Kid Style)
- * **BOOKBINDING & PRINTMAKING**

FULL-TIME DESIGN EXPERIENCE.

- * **DOUBLESPEACE.** NEW YORK CITY (09/99 - 10/01)
SENIOR DESIGNER. Clients & projects included: logo and media kit for The Millennium Photo Project; identity system, and a speakers/teachers guide for an athlete training program for the US Olympic Committee; a series of brochures and logos for All Kinds Of Minds - a non profit org. for students with learning disabilities; logo, web and print materials for askcoachmike.com - a company which teaches life skills to kids involved in sports; an invitation for Amnesty International, and the websites for Arena Networks, Th Lee Putnam Ventures, and askcoachmike.com. Worked on all projects from concept to design to production to print.
 - * **CHILI PEPPER.** BOSTON, MASSACHUSETTS (07/98 - 08/99)
ART DIRECTOR. Worked on consumer advertising, direct mail, web design work, and both a welcome kit and a referral kit for Streamline.com, an e-commerce company. Project involvement included all areas from initial concept to comp to photoshoot to print - as Chili Pepper was a small (5 person) agency. Other clients included: essential.com, Best Foods, Loral, & TIAA-Cref.
 - * **BIG BLUE DOT.** WATERTOWN, MASSACHUSETTS (01/98 - 07/98)
FREELANCE DESIGNER. Created a complete graphics system for the 1998 National Fire Protection Association Kids Awareness Campaign. Also for the NFPA, a 12 page "RiskWatch" activity book for kids, and the "firetrucks" section of the Sparky (the NFPA Mascot) website.
 - * **CAHOOTS.** BOSTON, MASSACHUSETTS (10/97 - 01/98)
FREELANCE DESIGNER. Worked on logo and brochure designs for local Boston clients as well as in house self-promotion materials.
 - * **THE JIM HENSON COMPANY.** NEW YORK CITY (06/96 - 10/97)
GRAPHIC DESIGNER. For the in-house "design services" division of this well known leader of child & adult entertainment, I designed logos, brochures, packaging, style guides, presentation boards and a wide variety of other projects for marketing, international and domestic licensing, and public relations. Projects revolved around the classic Muppet characters, as well as creating contemporary looks for the newest "muppet-puppets."
 - * **WUNDERMAN CATO JOHNSON.** NEW YORK CITY (10/95 - 06/96)
JUNIOR ART DIRECTOR. Worked on direct mail and promotional materials for American Express Corporate and Platinum Cards, Gevalia Kaffe, Clairol, & Sears for this large advertising agency (a subsidiary of Young & Rubicam.) Attended client presentations and worked with copywriters, illustrators and photographers. Followed projects through each of their various stages.
- ## MISC.
- * I teach Adobe Illustrator in the University of the Arts Continuing Education / Digital Media department.
 - * In 2006, I received a full-tuition scholarship to attend "Building Art Making Machines Using Flash 8 and ActionScript", taught by Joshua Davis, at Anderson Ranch in Aspen, CO.