

Kelly Sherman Childress
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www.ShermanDesign.weebly.com

PROFESSIONAL EXPERIENCE

Artistic_Address Art Director/Principal New York, NY Present

- Independent Contractor for several companies including: Children's Museum of the Arts, and The Parent's League of Manhattan
- Web design: Kelly Yoga NYC

MortgageIT (NYSE: MHL) Art Director New York, NY 2004-2007

- Supervise 10 person department creative design, direct and develop final visual image that communicates the marketing objectives
- Design all print pieces for banking and brokerage company: including print ads, postcards, brochures and all fliers for use throughout 50 branches; exhibit booths & banner stand for conventions; 2004 and 2005 Annual Reports. Design MortgageIT University logo & its use.
- Branding of MortgageIT logo and implementation within corporate as well as all national company's branches
- Incorporate brand into Deutsche Bank branding, after consolidation

Cardinal Communications Graphic Designer New York, NY 2001-2004

Advertising agency: Miramax, Sony Pictures Classics, Paramount, Dimension and Focus Features Films with responsibilities for the design and art production of advertising and marketing materials. Weekly and special advertising supplements for Film Society of Lincoln Center

- As part of the Miramax production team, work with Advertising Executives; prepare and insert artwork into ads for print publications; blowups into posters; postcards; slick sheets
- Responsible for sending ads to multiple publications including New York Times, Newsday, New York Post and Time Out New York
- Design and create concepts for Internet advertising banners
- Work with Real Estate division producing ads, newsletters and marketing publications

JCrew Graphic Artist New York, NY 2000-2001

- Design and guide spreads for catalogs from conception through the production process
- Retrieve film for on-figure shots, as well as film for each separate piece of clothing
- Prepare film for catalog printing; managed from artist to editor through Color Out process
- Create layouts for magazine ads and direct mail pieces

Sunny Bates Associates Director of Marketing and Design New York, NY 1998-2000

- Design and implement marketing campaigns from concept through production for executive recruitment company
- Design corporate ads for trade publications including Industry Standard and AlleyCat News; collateral materials including holiday cards, other direct mail pieces
- Handle planning and logistics for special events including quarterly client/networking events, annual anniversary party and events surrounding launch of satellite offices in Los Angeles and London

FREELANCE CLIENT LIST

IBM, Capital Markets Group: Promotional Presentations • Warm Biscuit Bedding Company: Seasonal company catalogs, promotional postcards • Borders: Monthly newsletter News & Events • Technology Management Resources: Technical support, instruction • Action Against Hunger: Event logo design; invitations, posters and promotional designs

Restaurants: Beckett's, Bennis, Pizazz: Table tents; posters, invitation designs, event promotions

Theatres: Inverse Theatre; FAPC; Indiana Repertory: Scenic Artist, Set Designer, graphics • Impact Group: Scenic arts and displays • Set Up & Co: Scenic arts and displays

FACULTY POSITIONS

City College of New York New York, NY 2000-2003

Adjunct Professor: Advertising and Public Relations Production

Course involves design concepts with extensive QuarkXpress. Also incorporates Photoshop, scanning, and minimal use of Illustrator.

Macintosh Learning Center New York, NY 1998-2001

Instructor: Basic Macintosh; QuarkXpress; and Pre-press & Production

PLATFORMS/SOFTWARE EXPERIENCE

- Able to work in both Mac and PC environments
- Power user of InDesign, QuarkXpress, PhotoShop and Illustrator; Extensive knowledge of file format/transfer/compression; Working knowledge of Microsoft: PowerPoint, Word and Excel
- Thrives on a variety of projects from print collateral and direct mail to Web promotions; Completes jobs on time, on budget and according to specifications. Strong interpersonal /client management skills

EDUCATION

Indiana State University
1980-1984

BA: Psychology • Interior Design

Art Institute of Ft. Lauderdale
1986-1988

Associates Degree: Graphic Design