

# LAUREN NADLER DESIGN

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## EXPERIENCE

### Lauren Nadler Design 04/08 - Current

Art Direction/design/illustration for the creation of materials that include brochures, marketing materials, event packages, logos, branding, advertisements, books, magazine design, web design, children's books.

#### *Art director, Design and illustration services range from:*

- Art direction, design & production of content according to clients product specifications and needs
- Conceptualizing, Assigning and art directing photographers, and illustrators
- Conceptualizing and illustrating editorial feature illustration, info graphics, icons and children's book illustration

#### *Current and Past Clients of Lauren Nadler Design*

JDRF • Sandvik Innovations • Sushi Maru • Bookworks • Fortune Magazine • New Woman Magazine • Working Woman Magazine • Kraft General Foods • Adweek Magazine • CBS Publications • Woman's Fashion Group • New York Times • WBMG • Condé Nast Publications • Chalk & Vermillion Fine Arts, Consumer Reports • Deloitte & Touche • Gateway • Knowledge Industry • Showoffs (Textile design) • Windows Magazine • Computer Reseller News • Retail Weekly & Network computing • Riviera Maya

### Bookworks, Norwalk CT 3/07 - to 4/08

Art director/Designer/illustrator of Bookworks children's books and interactive publishing products. Working with illustrators and photographers to complete turn key products for manufacturing.

### Golf Digest, Wilton, CT 10/04 - to 3/07

Associate Art Director/illustrator: Concept, design and illustration of front and back of book as well as feature editorial articles. Conceptualizing and art directing illustrators, photographers and photo-shoots.

### PBI Media 2700 Westchester Road, Purchase New York 6/01 - 9/02 & 6/04 - 10/04

Art Director of special sections and supplements to various magazines of PBI Media. Freelance Art Director of AVVMM Producer.

### Sandvik Innovations, Norwalk CT 6/99 - 6/04

Freelance Art director of over a dozen SI children's books and interactive publishing products. Designing and working with illustrators and photographers to complete turn key products for manufacturing.

### Deloitte & Touche, 10 Westport Road, Wilton, CT 06897 12/98 - 6/99

Senior Designer: Design of Proposals geared toward prospective clients. Design and illustration of inhouse marketing materials. Logo development and implementation for new marketing concepts.

### CMP Media/Computer Reseller News, 1 Jericho Plaza, Jericho, NY 11753 3/93 - 8/98

Art Director of sections: Design of supplements, sections, and news for Computer Reseller News - a large illustrated weekly publication for trade and focused professional markets. Management responsibilities for a staff of three plus freelance designers. Also responsible for budgets and illustration and design contracts; commissioning art and photos; working with illustrators and photographers. Design responsibilities also include the origination and execution of conceptual ideas for magazine editors using Adobe Illustrator and Photoshop. 3/00 -2/02 (freelance)

### Everett Studios, 22 Barker Ave, White Plains, NY 3/90 - 3/93

Assistant to creative director: Design and production for brochures, advertisements, packaging, display and promotional packages for Dannon, Perrier, Sharp, Kraft General Foods and IBM. Work included computer and conventional design and production.

### Masoff & Scolnik Design, 103 South Bedford St., Mt Kisco, NY 10549 3/89 - 2/90

Art Director: Produced various brochures and catalogues for Readers Digest and direct mail for additional clients. Work included computer and conventional design and production.

### Kraft General Foods, Rye Brook, NY 12/87 - 3/89

Freelance In-house design and production for product packaging, cereal, coffee and ice cream products.

### Milton Glaser Inc., 207 East 32nd St., New York, NY 10016 5/82 - 9/86 (9/86 - 3/89 freelance)

Presentation comps and final production on projects for Barrons Books, Grand Union product, signage and store design, various restaurant menu and logo signature in addition to working on the variety of projects including book design and production at Milton Glaser Studios.

1376 W Silver Meadows Dr  
#67  
Park City, Utah 84098  
203-984-3331  
435-214-7546  
LaurenNad@aol.com  
www.LaurenNadler.com

## COMPUTER SKILLS

Adobe CS5, CS4, CS3  
(Indesign, Photoshop,  
Illustrator, Dreamweaver,  
Acrobat, Flash); Indesign K4;  
Quark Xpress; QPS, Excel,  
Word, Outlook

## EDUCATION

Bachelors of Art  
Graphic Design/Advertising  
Masters of Science  
Exercise Physiology with  
a Specialization in  
Cardiac Rehabilitation