

Denise Lowery

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Email: dlowery@getittogethermedia.com portfolio: <http://getittogethermedia.com>

OBJECTIVE

To obtain a freelance or contract position utilizing my expertise in informational and graphic design, variable data programming, online communication and creative direction.

SKILLS

Proficient in Adobe Suite 6 software including InDesign, Photoshop, Illustrator, Dreamweaver. Proficient in all multi-channel related design including HTML and CSS6 (proficient in all XMPie PersonalEffects software). Proficient in all Microsoft Office Suite software including Word, Excel, Access, and PowerPoint. Proficient in data analysis as it relates to multi-channel marketing programs. Understanding of web development and PHP Mysql database development.

EXPERIENCE

January 2010 to present

Get.it.together Media, Rochester, NY

Creative Director / Freelance

Design / Marketing business creating marketing and design programs for smaller businesses. Duties include graphic design, web development, marketing campaigns, social media marketing, e-commerce development and management and other various creative needs.

August 2011 to December 2012

Mohawk Fine Paper, Cohoes, NY

Marketing Analyst and XMPie Campaign Manager

Managed and coordinated multi-channel campaigns to support sales and marketing of the Mohawk brand. Duties included working with sales representatives and the in-house marketing team to develop, create and implement One2one programs in support of the Mohawk product line. Also worked with various agencies and merchant partners to implement co-branded cross media programs. Programs included email; PURL; direct mail; storefronts; customized/ personalized presentation collateral; the combination of all to coordinate multi-touch marketing campaigns. I was also responsible for analyzing data before, during and after programs by cleansing, tracking and monitoring data activity.

May 2003 to August 2011

ImageNow / URMailStore / BRAVO Solutions, Elmira, NY

Creative Director

Responsibilities included managing, creating and implementing mailing programs and brand development for all in-house brands; web design and development; graphic design, marketing which was co-branding with merchants; collateral design; customer design; Multi-channel campaigns for in-house as well as customer marketing; customer Storefronts; illustration; sales support which included sales presentations and trade shows design

EDUCATION

Masters of Fine Art

College of Imaging Arts and Science, Rochester Institute of Technology

Design Graphic and Information Design, November, 2012

Master Design Workshops

With Massimo Vignelli, Armando Milani and R. Roger Remington

May 2008, Provence, France

June 2011, Rochester, NY

Masters Workshop

Workshop with Milton Glaser / School of Visual Arts

July 2010, New York, NY

Bachelor of Applied Science

College of Science, Rochester Institute of Technology

Design, Graphic Design May 1980

INTEREST

XMPie User Group July 2009 to present

Rochester Advertising Federation Sept 1999 to present

Honeoye Falls - Mendon Rotarian September 2011 to present

Musician

Rush Fireman's Band 2003 - present

East Rochester Fireman's Band 2010 - present

WWII Homefront Artifact Collector and presently writing book and presentation.

Portfolio, letters of recommendation and references available upon requestor at or at:
<http://getittogethermedia.com>

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CURRICULUM VITAE

Not knowing it was odd as a child, I found contentment sitting in the art room creating or pondering over the perfect color-pencil mathematical diagram. I found happiness in a new box of 64 Crayola Crayons – with the sharpener! Throughout grade school and high school, I was given accolades more for my artistic talents than any other academic skill. We are formed by what pleases those around us as much as what pleases ourselves. A idiosyncrasy becomes a positively reinforce behavior, even if it is different from the other children. I grew up in a small community where it was possible to shine for this uniqueness. My early instructors become my mentors with lessons learned that I still refer to today in my work as well as when I am in the position as an instructor.

My undergraduate studies at Rochester Institute of Technology included Communications Design, Mechanical / Industrial Design, Art / Design History and Illustration. My creative talents include both traditional drawing and technical skills building a strong foundation for a career in design as well as immersing in the new budding digital world. The computer was just being introduced as I graduated in 1980 and became an obsession early on.

After graduation in May 1980, I spent my first summer working four part-time food related jobs. During this time, I started a small business called DC Advertising designing business cards and posters. It was an excellent method to learn organization, finance and good business practices. During this summer, I also landed a contract job with Xerox, Webster, NY, creating “paste-ups” of service manuals. Since this was a contract position, I continued to search for full-time employment. In November 1980, I landed a B-shift position at Eastman Kodak rendering circuit boards and electrical schematics on a CAD system. This night position made it possible to still freelance with DC Advertising during the day. At 23, I had saved enough to purchase a duplex home near Kodak becoming a very young and successful landlord.

I was employed at Kodak for the next nine years embracing the new computer technology with hard work and specialized training. This is where I first started writing code, and learn other computer languages.

I was lead in my department as far as production, but without an electrical engineering degree I would be challenged to advance further, but from every experience comes education and growth. By 1989 I had had my third child and took Kodak’s generous severance offer and returned to my life’s passion of design and freelancing.

There was an educational stipend attached to my exit from Kodak, which I took advantage of by enrolled in a non-matriculated course of Drawing and Problem Solving at RIT in the spring of 1990. This connection led me to join the Illustrators Forum and The Upstate Cartoonist League out of Rochester, NY. We hosted many shows and exhibitions with both groups and I made many positive connections to the design community through these organizations. With this renewed outlook, DC Advertising was back in production and taking many creative directions. During this time, I also was part of The Rochester Artist in Residence program presenting classes on Marker Rendering and other skills to several schools including an undergraduate class at RIT through one of my Illustrator Forum colleague’s adjunct class in 1993.

In 1995, an acquaintance who worked on the faculty at Bryant and Stratton College in Rochester, NY, offered me the position of an adjunct instructor. While there, I instructed classrooms of 15 or more students in Graphic Design, Typography, Illustration for Design, Computers I / II (Adobe Illustrator, PhotoShop and Quark Xpress), Presentation Design (Microsoft Office software), Art/ Design History and Design Theory. It was a very rewarding position as I worked with students that had many life challenges to deal with as they pursued higher education. To see them succeed was most gratifying for them as well as for myself.

I left Bryant and Stratton College in the Fall of 2000 to obtain my Masters degree at RIT with the intention of return to a faculty position on the college level. However, during my studies it became apparent my interests were shifting back to Information Design and Design History.

My Masters' course work included Design Theory Methods, Design History, Color Perception, Prep College Teaching, Figure in Motion, 20th Century Info Design, Intro to Interactive Media Design, Book Illustration, Graduate Typography and more. My masters' thesis was entitled "A Nation at War – The Look of Homefront America During World War II" which explored how the American people were influenced through design during the early 1940's. This thesis comprised of a written document as well as a four panel display that incorporated many artifacts from the time and are part of a collection that will be donated to the RIT Cary Library.

Since my graduation, I worked with R. Roger Remington and David Pankow composing a book and growing the collection to build a comprehensive presentation on the topic. This project is a "work in progress" and is hoped to be completed in the new two years. We will be working with Amelia Hugill-Fontanel from the Cary Library.

I continued freelancing to support myself while attending RIT. DC Advertising had become more of an event planning and decorating business at this point, designing large scale happenings which included bar/bat mitzvahs, weddings, corporate galas and New Year's Eve extravaganzas. Several of these creations were permanent displays such as redesigning the student cafeteria at The University of Rochester that included a 100' x 40' mural of a sky with clouds, kites and bird houses; a façade of a country kitchen in the serving area and new signage throughout that was made from either re-purposed barn wood or solid oak. For each of these events or displays, I would present the ideas on hand illustrated story boards that often became framed keepsakes for the recipients. I was still created signage, murals, illustration and design commissions as needed. Several of my cartoons and illustrations were published having had been listed in the Illustration Source Book in 1998.

While in my last year at RIT, I had taken on two projects as independent studies for my masters. The first was designing and creating a display / play area at Lollypop Farms in Macedon, NY, that was devoted to the educating viewers on the common house cat. The display was fun and child size yet informational and well designed. The second project was an outdoor display on the walking path thru Mendon Ponds Park in Mendon, NY. This path composed of five huts that showed and explained the plants, animals, birds, water and air in the park's eco system. For both of these projects, I was able to combine my skills of information design, illustration, interior design and mural design into an educational experience. From the planning to the execution, I worked with a display engineer and a University of Rochester scientist to develop the displays which remain on exhibit today.

Because of these two design experiences, I made the decision to remain in the design field after completing my course work in May 2003. DC Advertising's studio and office were located in the basement of the Lower Mill in Honeoye Falls, NY. In early May 2003, I was contacted by a business out of Elmira, NY to develop a brand identity program around a single logo. The owner was looking for a creative individual to carry out many different design tasks including print and web functions for the brand. After an initial three month contract, I was hired full-time and was employed for the next eight years as Creative Director for ImageNow, Elmira, NY.

While employed at ImageNow, my tasks included creating and implementing direct mail programs; brand development for all in-house companies; web design; co-branding with merchants; collateral design; customer design; XMPie campaigns for in-house as well as customer marketing; customer e-commerce store fronts; and illustration. Clients included St. Jude, VFW agencies, Party City, Val Pak and Tauck Travel and many more.

ImageNow housed two Xerox iGens at the time with the full suite of XMPie PersonalEffects software. I was fully trained on this software to create variable data programs. Having in-house print services allowed me to train in all print production duties and pre-press. I was director over the design department, production department and pre-press area. Other tasks included developing presentations for the sales team and trade show displays. I often traveled with the sales representatives to make the presentations and attend the trade shows. This corporation, Mahar LLC, grew as the years went on to include a digital substrate business, Bravo Digital Substrates; an e-commerce service provider, URMailStore; and the base direct mail service

provider, ImageNow. Each business had their own unique brand identity program to be maintained including separate websites. The corporation eventually sold all but the digital substrate business by 2007. The digital substrate products were then being sold through Xerox and all marketing was to be accomplished in conjunction with Xerox's design department. It was a remarkable experience working with their seasoned professionals.

Then in 2008, Bravo branched out on its own creating a need for a new brand identity program. This new branding was part of the co-branding program for the merchant customers across the country which I was creative director for and produced most of the collateral. I developed many customized marketing components for these merchants using my XMPie skills.

In 2008, I had the opportunity to attend the Master Graphic Design Workshop – Dialogues in Design held in Provence, France with Massimo Vignelli, Armando Milani and R. Roger Remington. We were presented with developing a logo and brand identity for the Maeght Foundation in St. Paul-de-Vence, France. The participants were from all over the world bringing their unique styles and customs. At night we would all go for dinner and drinks which became just as important as the design work during the day. This experience was motivational and energizing and encouraging me to get back to my design and illustration roots.

From this experience, I looked for other workshop and educational experiences to continue my design growth. In the summer of 2009, I attend the Milton Glaser Summer Program at the School of Visual Arts in New York City, NY. This week long event was grueling and exhausting proving that you perform your best, deep rooted creations when pushed to extreme limits. It is Glaser's philosophy that participants are not to "speak about the experience" leaving the door open for others that will attend... but I will say, it changes your perspective 360°.

I added to this growth period by attended figure drawing sessions at the Society of Illustrators in New York City, NY, as well as at RIT. I have many acquaintances in the RIT Illustration Department and participate in figure drawing "after hours" events whenever possible. Figure drawing still is my creative "exercise" that I either attend or find a method to practice quite often.

In 2010 I had a major head injury causing me to scale back my work activities and switch to a part-time position within Bravo. In January 2011, I was tasked with creating yet another re-brand for the Bravo line while still on a part-time schedule. An unusual request at a time when my performance was less than perfect, but a blessing which encouraged me to "get back up on the horse". It may be the less impressive work in my portfolio but achieved an interesting outcome.

In 2011, Bravo Digital Substrates felt the effects of a weak economy and struggled. In March of 2011, I left Bravo to pursue freelance once again. My new business was Get.it.together Media, a full serviced design venture aimed at small businesses that could not afford an agencies but still needed all aspects of design from print to web. Bravo was one of my clients as well as three small local businesses. Get.it.together Media displayed twice at the RIT spring career fair demonstrating possible career paths for designers.

In the summer of 2011, I attended Typography + Graphic Design Masters Workshop with Massimo Vignelli, R. Roger Remington, Bruce Ian Meader with a seminar by George Lois. This experience was focused on working with the George Eastman House to create a new brand identity program. The group was a unique mix of different cultures, different ages and different design levels. As with the other workshops, you hear other participant's viewpoints they have acquired through the years which builds an international awareness you can draw from as you design. The program proved to be stimulating both in design conversations with the many cultural exchanges.

In the meantime, Mohawk Fine Paper was looking to acquire Bravo Digital Substrates in order to enter the digital paper market. In acquiring Bravo in August 2011, they also acquired Bravo's XMPie software. Having been fully trained in the software, Mohawk then hired me as a Marketing Analyst and XMPie Campaign Manager. At this point, I was fully recovered from my accident.

I was then trained on the newest versions of XMPie as well as the Adobe CS6 Suite of products. I managed and coordinated multi-channel campaigns to support sales and marketing of the Mohawk brand. Duties included working with sales representatives and the in-house marketing team to develop, create and implement One2one programs in support of the Mohawk product line. I also worked with various agencies and merchant partners to implement co-branded cross media programs. Programs included email; PURL; direct mail; storefronts; customized/ personalized presentation collateral; the combination of all to coordinate multi-touch marketing campaigns. I was also responsible for analyzing data before, during and after programs by cleansing, tracking and monitoring data activity.

Mohawk Fine Paper is a well established international brand known not only for its exceptional products but for its symbol of quality and refinement in a well honored field. Working in the marketing department, part of the task at hand was to keep a sense of high design while still marketing to a variety of customers in any vertical market. I learned a new level of design quality and refinement in my position with Mohawk and their experienced professionals.

On December 6, the owners of Mohawk made the decision to out-source all XMPie tasks since several of the printers and agencies that Mohawk worked with had the XMPie software. This eliminated my position and area of expertise.

After several weeks of evaluation and reflection, this brings me back around to an interest in design education. I believe through all my life experiences and many skills along with a passion for design and design history, I would be an excellent fit for The School of Design in the College of Imaging Arts and Sciences at the Rochester Institute of Technology. I bring fresh experience with new technologies into the arena of traditional design that is built on fundamentals learned from the masters there at Rochester Institute of Technology.

Other interest:

AIGA member from 2011 to present

RAF member/participant from 2004 to present

Honeoye Falls – Mendon Rotarian from 2010 to present

Rush, NY and East Rochester, NY, fireman's marching band member (piccolo) from 2003 to present

XMPie User Group member from 2009 to present

Supervisor