

The Dynamic of Creatively Driven, highly organized and personable individuals is what I consider myself to be amongst and am looking for in a place of employment. These qualities are the most important in a successful company and these are the qualities I want to contribute to every project that lies within.

Working Within the Design Trade for over ten years, with seven years spent in publishing, I know how to successfully achieve through organized multi-tasking, outstanding results. Tight and unstable deadlines exist which make multi tasking essential for any designer. The art of problem solving is an attractive challenge that presents itself and later results in a project being both visually aesthetic and clear in communication.

Photography has been a Passion of Mine for fifteen years, and has contributed to the overall spatial realtions found in graphic design. The understanding of formal composition and how to crop and frame content that is alluring, has shown its benefits in just about everything. Truly, proper imagery will evoke/captivate one towards packaging even before the text might even be approached. What designer doesn't want to lure their demographic in immediately?

Knowledge, Experience, Technique and a Happy Disposition is what I wish to bring to your company. With precision, determination, skills and team cooperation I shall embrace my projects and those working with me. These criteria are of the utmost importance to success and I wish to work in a place that feels the same.



Lorelle Graffeo

GRAPHIC DESIGNER

200 Monte Vista Ave. #1

Oakland, CA 94611

p 415.570.3945

e lorelle@plastiquedesign.com

[website/portfolio](#)

www.plastiquedesign.com

Education and Proficiency

BACHELOR OF FINE ARTS/ VISUAL ARTS

Purchase College, S.U.N.Y.
Purchase, NY
1996–1998

COMMUNICATION ARTS/ JOURNALISM

College of New Rochelle
New Rochelle, NY
1994–1996

OTHER PRINT ABILITIES & TRAINING

Photography (35mm+digital),
traditional printmaking

DESIGN & OTHER SOFTWARE KNOWLEDGE

Adobe CS3, Quark XPress,
some CSS, MS software

Professional Experience

GRAPHIC DESIGNER CIRCLEPOINT

Proposals (both marketing and government), brochures, fact-sheets, presentations, and other various media production for consulting firm. The majority of projects were for a clientele comprised of transit and environmental agencies located around the greater SF Bay area.

10/2006–04/2008

SENIOR DESIGNER HYPERION BOOKS

Literary trade fiction and non-fiction, straight text as well as black & white and four-color art interior book design. Further deligation given to the management of freelancer assignments and the handling retouching/color correcting handling of art for four-color cookbooks.

11/2001–09/2005

MID-LEVEL DESIGNER ST. MARTIN'S PRESS

Literary trade fiction and non-fiction, straight text as well as black & white art interior book design. Designs for the imprint, were within the murder/suspense genres. Responsibilities included full management, creative direction and pre-production of each given title.

06/2000–11/2001

GRAPHIC DESIGNER PLASTIQUE DESIGN

Freelance based operation for print design and photography. Clientele list includes: *The Body Shop, The Gap, Williams Sonoma, CirclePoint, HarperCollins SF, Santa Clara Valley Transit Authority, Aquent, Viking Books, D-Scheme* and *S.U.N.Y Purchase College*.

04/1999–CURRENT



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