



BLYTHE RUSSO

GRAPHIC DESIGNER

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EXPERIENCE

PEARSON LEARNING SOLUTIONS Boston, MA

May 2005 – present

Full-time position creating original cover art for a variety of textbooks. Also responsible for the design and layout of marketing catalogs, postcards, brochures, trade booths, and logos for company events. In charge of directing and editing presentation videos for Pearson's national sales meetings.

FREELANCE DESIGNER

March 2005 – present

Designing a variety of advertising and promotional pieces for local businesses and artists. Work includes visual identity systems, print collateral, advertisements, packaging, and Web sites for various freelance clients. Helped create a national marketing campaign for Sagent Healthstaff, a healthcare staffing firm. Ongoing assignments include trade booth designs, postcards, web banners, email newsletters, and magazine advertisements. Past work includes a full identity package and press kit for a local artist, new logo and stationary for start-up publisher Parkflo Press, and album and packaging design for local bands.

DICKINSON ASSOCIATES Boston, MA

June – August 2004

Selected by this design studio for a summer internship program through Simmons College. Created and developed print advertisements, web graphics, annual reports, postcards, brochures, and full identity systems for professional clients. Managed a full workload and deadlines, and learned to contribute to multiperson design projects. Increased knowledge of client relations, prepress requirements, and design software.

March – May 2005

Returned on a contract basis after graduation. Continued focus on the production and design of marketing collateral for the studio's clients, including Concerto Software, L-3 Communications, CRI, Envoy Worldwide, Oaktree Development, and Pine Street Inn. Attended client meetings and took on managerial responsibilities while the senior designer was on vacation.

EDUCATION

SIMMONS COLLEGE Boston, MA

B.A., Graphic Design and Studio Art, January 2005

AWARDS

BOOKBUILDERS OF BOSTON 2006, 2007, 2008, & 2009

Multiple cover designs placed in Bookbuilder's Annual New England Book Shows.

GRAPHIC DESIGN USA 2006, 2008, & 2009

Work published in the magazine's December design annuals.

SKILLS

Mac & PC Platforms • Photoshop • Illustrator • InDesign • QuarkXPress • XHTML & CSS • Drawing

References available upon request