

VALERIE MORENO MORGAN

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WORK

FREELANCE DESIGNER

1998 - present
Detroit, MI
New York, NY
Phoenix, AZ

Work with art directors, editors, and/or directly with clients to design and prepare materials such as print ads, business cards, posters, environmental graphics, flyers, catalogs, and postcards, both in-house and off site. Also plan, design and implement structurally and visually cohesive web sites using HTML, CSS, and Flash, with code optimized for web templating frameworks. Print duties have included photo research, retouching, logo development, ad creation, photo shoot art direction, page layout, and production as well as printer pricing and managing. Have managed/supervised designers on ad campaigns and magazine pieces. Agencies include Riester Advertising, PGN Agency, and Harris Marketing Group on accounts including Chrysler, Scottsdale Convention & Visitor's Bureau, Harley-Davidson, and Blue Cross Blue Shield of Michigan. Clients include The Bohemia Foundation, Arizona Lost Boys Center, Detroit Process Machinery, Ronin Sushi and other restaurants, nightclubs, and small businesses. Also designed prototypes for publications including *Image*, *Crystal Blue*, *Metrosource*, and *Arizona State University*.

CONTRIBUTING DESIGNER

McMurry Publishing
Feb 2005 - present
Phoenix, AZ

Provide design support for McMurry Publishing, a custom publishing company. Responsibilities include contributing design for prototypes of new magazines, developing style sheets for new magazines and/or redesigns, researching and purchasing stock photos, story design, text formatting, and other support as needed for various publications. Titles include *About Health*, *Ritz Carlton*, *Arrive*, *Smart Health*, *USAA*, *Driven* and *6*.

ASSOCIATE ART DIRECTOR

American Salon
Sep 2005 - Nov 2006
New York, NY

Worked with the art director and editors to conceptualize sections of *American Salon*, a magazine distributed to hair salon owners. Directed most product photography. Prepared files for printing including scanning, retouching, and managing art to/from outside prepress house. Laid out some departments as well as features. Managed switch from Quark to InDesign and developed style sheets and templates for redesign.

ART DIRECTOR

Permission
Aug 2004 - Jun 2007
New York, NY

Developed issues of *Permission* magazine, a New York-based fashion, art, and music publication relaunched in January 2005. Responsibilities included choosing fonts and color palettes, creating templates, designing the look and feel of the magazine, and designing editorial pages as well as managing prepress and production. Also managed designers who laid out stories within provided templates and format. Chose and directed photographers and illustrators who provided art for most editorial pages.

ART DIRECTOR

Metro/Arizona Monthly
Sep 2002 - Feb 2005
Phoenix, AZ

Developed identity and format of *Metro* (later called *Arizona Monthly*), a Phoenix-based general-interest magazine, from its inception. *Metro* launched in March 2003. Responsibilities included designing collateral materials and media kits in addition to the magazine itself. Other production duties included art budgeting, photo assignment, photo editing, photo research, scanning, proofing, and printer quality control. Worked closely with the editorial staff to develop and conceptualize stories, both editorially and creatively. Managed graphic designers tasked with layout and production. When the name changed to *Arizona Monthly*, redesigned the magazine to reflect the new name and brand identity. Also designed and maintained web site through March 2004.

ART DIRECTOR

City AZ/Desert Living
Apr 1999 - Aug 2002
Phoenix, AZ

Served as art director for a regional lifestyle publication. Responsibilities included designing collateral materials and media kits in addition to the magazine itself. Other production duties included art budgeting, photo assignment, photo editing, photo research, scanning, proofing, and printer quality control. Also worked closely with the staff to develop and conceptualize stories, both editorially and creatively. Managed graphic designers who contributed to the layout and production. With the name switch to *Desert Living*, redesigned the magazine to reflect the new name and brand identity. Also contributed art and design to *CITY* magazine, an affiliate publication based in New York.

SKILLS

COMPUTER

Expert at InDesign, Quark, Photoshop, Illustrator, and Acrobat on Mac platform (CS4). Also skilled at other design-related utilities (Word, Excel, PowerPoint, etc). Proficient with HTML, CSS, Flash, Dreamweaver, Fireworks and other web-related technologies/utilities.

OTHER SKILLS

Photography, illustration (drawing and computer illustration)

EDUCATION

ART INSTITUTE
2007 - 2008 • Online
1996 - 1998 • Phoenix, AZ

Visual Communications, AAS, and continuing online education emphasizing advanced graphic design and web design

OHIO UNIVERSITY
1994 - 1996 • Athens, OH

Art History