

TRACEY EDELSTEIN

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917.693.6009

GRAPHIC DESIGN + ART DIRECTION

TFGRAPHICDESIGN.COM

EXPERIENCE

FREELANCE

- :: Photo art director, works on-site with stylists, photographers and oversees creative team.
- :: Works well independently or in teams to concept/execute various creative materials.
- :: Skilled designer able to incorporate personal illustrations into layouts when necessary.
- :: Invitation designer for non-profit events.
- :: Layout, design, and pre-press production of brochures, newsletters and postcards.
- :: Comfortable and confident while presenting creative work to clients and internally.
- :: Work closely with web editor and client to maintain web graphics.

EVENTS

Fountain House (06-)

SCAN-NY (11-)

All Stars Project (11-)

The Doe Fund (02-05)

NYU Langone Medical Center (09-10)

City Connections Realty (10-11)

American Museum of Natural History (03-04)

Kate Edmonds Events (05)

Pro Bono: AVDA: Aids of Victims of Domestic Abuse, Inc.

THE FOOD GROUP (WPP), NEW YORK, NY

SENIOR ART DIRECTOR, 2008–2009

ART DIRECTOR, 2004–2008

- :: Managed all projects from initial research and concept development through final client approval.
- :: Design work includes promotional campaigns, web graphics, logo design, brochures, signage, invitations and packaging.
- :: Worked under fast turnarounds and tight deadlines.
- :: Provided design direction and leadership support to creative team.
- :: Partnered with copywriters, printers, account managers and clients to determine objectives.

CLIENTS: Kraft, Dannon Yogurt, PepsiCo, Florida Dept. of Citrus, Italian Trade Commission, Kozy Shack, Tabasco, Louisiana Seafood, Norge Salmon

MANHATTAN MARKETING ENSEMBLE, NEW YORK, NY

ART DIRECTOR, 2000-2004

Responsible for POS, POP merchandising, promotions, outdoor and advertising.

CLIENTS: Diageo, Nathan's Famous, Ruffino Wines, Guinness Extra Stout, Smirnoff Ice, Hilton-Staten Island, Johnnie Walker, Maxell and Affinia Hotels

OPEN INTERACTIVE MEDIA

Design Intern, 1999

EDUCATION

SCHOOL OF VISUAL ARTS, 2010

Summer Residency in Illustration

UNIVERSITY OF WISCONSIN-MADISON, 2000

COMPUTER SKILLS

Adobe CS5: InDesign, Illustrator, Photoshop, Quark, Word, Working knowledge of HTML

INTERESTS

Fine art, illustration, pop culture, naming fonts on demand and a deep love of dogs.

REFERENCES AVAILABLE UPON REQUEST