



Sarah Gurland • Design for Web and Print

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Employment History

Freelance Designer, 2000 - present

Design and production of packaging, corporate identity, promotional materials and web sites for a variety of businesses.

Art Director/Designer, 1995 - 2001 (full-time), 2002-present (freelance) Gammon Ragonesi Associates, New York, NY

Design and production of packaging and promotional materials for food, liquor, and other consumer products.

- Collaboration with Creative Director and a team of designers to create package design systems and brand identities for leading corporations.
- Design of packaging and promotion graphics, computer illustration, photo retouching, preparing client presentations, package comps.
- Supervision of freelance artists, communication with clients and outside vendors, attending photo shoots, press runs and client meetings.
- Computer software and hardware troubleshooting

Clients List: Ice Cream Partners (Nestlé Ice Cream & Häagen-Dazs), Liberty Richter, Inc., United Distillers & Vintners, Perugina, Aurora Foods, Pet Dairy, Anheuser-Busch, SKYY Spirits, Moen.

Art Director, 1990 - 1995

Buddy L Inc. (SLM International), New York, NY

Art direction, design and production of packaging and promotional materials for various product lines at an international toy company.

- Conceptualization and implementation of packaging, logos, catalogs and other related marketing materials.
- Tracking and managing projects from concept through completion and coordinating information between product managers, design studios, illustrators, printers, the Hong Kong factory and other vendors.
- Attending press runs and review/approval of press proofs.
- Supervision of freelance artists.
- Managing budgets and schedules on a per project basis.
- Coordination and supervision of product photography (with and without models) for both packaging and collateral materials.

Education

Gettysburg College, Gettysburg, PA - BA/English Literature

Parsons School of Design, New York, NY - AAS with honors/Graphics and Advertising Design

Westchester Community College, Peekskill, NY - Web Design classes

Computer Skills

Adobe Illustrator, Quark XPress, Microsoft Word, Adobe Photoshop, Dreamweaver, Flash and InDesign.

Awards

1999 - 2001 American Graphic Design Awards - Awarded by Graphic Design USA

- While working at GRA: Wasa Sandwich, Mrs. Butterworth's Syrup for Kids, Nestlé Sales Brochures, Inizio Magazine and the Aperitif Handbook for SKYY Spirits.