

2001

S A N T I A C O S T A

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E M P L O Y M E N T

JOHN FREIDA

Conceptual director on special projects: Conceptualize and implement marketing campaigns, from comp stage through printing. Versatile problem-solving skills with an emphasis on identifying and targeting the appropriate audience. Organizing and art directing photo shoots, coordinating with photographers as well as use of my own photography on projects.

LOLA

Directed and designed all projects from concept through production, communicating with the client and coordinating with vendors. Logo, menu covers, mailers, promotional material, advertising, and Website ([www.lolanyc.com](http://www.lolanyc.com)).

AMERICAN FOLIAGE Design group

Designed Website. Startup e-commerce business. Decorative arts company ([www.americanfoliagedesign.com](http://www.americanfoliagedesign.com)).

AMERICAN SALON magazine

Freelance Art Director/Designer: Create feature layouts, photo shoot art direction, and magazine production—under extreme deadline conditions. All aspects of the magazine, from design to production, were created electronically.

NEWSPAPER NATIONAL NETWORK

Design Website for NNN, promotion of site. Trade-show concept, marketing of NNN.

CHASIN+RUSSO

Designed and directed all aspects of material relating to clients. Responsible for working with writers, coordinating and supervising production, illustrations, and photography. Created and executed concepts for promotional material, brochures, catalogs, mailers, and advertising.

TIME-LIFE BOOKS / Assistant designer

Worked with designer on book concepts. Selected photography and artwork to be used. All aspects of production. Worked with researchers on best way to approach subject matter for preliminary presentation to Senior Editor.

E D U C A T I O N

School of Visual Arts / East 23 St. New York

T E C H N O L O G Y

Proficient in Quark XPress, and Photoshop. Use Illustrator and Acrobat Knowledge of prepress.

Own a Mac G3, scanner, printer, CD burner, and a digital camera.

I N T E R E S T S

Photography and architecture

