

tom saettel

POB 7785

new york ny 10116

646 641 7286

tomsaettelnyc@yahoo.com

www.tomsaetteldesign.com

OBJECTIVE

To apply my extensive experience in publication and marketing design to the benefit and enhancement of a quality corporation.

SKILLS

InDesign; Photoshop; Adobe Illustrator; Dreamweaver; Flash; Acrobat; Quark Xpress; Bridge; PowerPoint; K4; Photo supervision; Art buying; Print buying; Press supervision; Management skills

PROFESSIONAL EXPERIENCE

Freelance Designer (2009–2011) Clients include: Belhue Press, CLAGS/CUNY; Kendall Shaw; Silver Editions; Inkwell Publishing; Bill Smith Group.

McGraw-Hill School Division (2005–2009) Senior Designer
Developed prototypes and designed pages for elementary textbooks.
Press supervision; art buying; photo research; photo supervision.

Leslie/Lohman Gallery (2003–2009) Director of Publications
Design and production of artist monographs and gallery exhibition catalogs.
Edit, design and production of quarterly 4-color journal.

Leslie/Lohman Gallery (2002–2005) Assistant Director
Design and production of catalogs and announcement cards. Review of artist portfolios. Curated 13 exhibitions as a member of the exhibition committee. Installation of exhibitions. Organized special events, lectures and tours. Maintain database for artists, permanent collection, members, and mailing.

Freelance Designer Silver Editions and Sadlier Publications (2000–2001)
Textbook design including Basal Reading, Leveled Readers, Science, and Religion for major textbook publishers.

NLP&F Advertising (1999–2000) Art Director
Creation of advertising and collateral for a variety of clients including BASF Cosmetics and BASF Pharmaceuticals.

McGraw-Hill School Division (1995–1999) Senior Designer
Developed prototypes and designed pages for elementary textbooks.
Press supervision; art buying; photo research; photo supervision.

Reed Elsevier (1990–1995) Associate Art Director
Art directed the advertising promotion of a group of nine travel and hospitality publications including a weekly news magazine, a monthly magazine, and industry directories. Created many successful advertising campaigns, direct mail campaigns, and other collateral.

EDUCATION

Dayton Art Institute, Bachelor of Fine Art
School of Visual Arts, Advertising Courses
Noble Desktop, Web Design

REFERENCES

Beverly Silver, Creative Director, Silver Editions 212 462 0040
Vince Gallo, Creative Director, Sadlier Publications 212 312 6023
Charles Leslie, Executive Director, Leslie/Lohman Gallery 212 431 2609
Paula Darmofal, Creative Director, McGraw-Hill School Division 212 904 3928