

Linda Lee Mauri

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Qualifications Profile

Creative Artworker, Designer and Illustrator with experience in many phases of project development, management, and client relations.

- Proven track record of maintaining key client relations and directing projects from initial concept to completion.
- Skilled in managing multiple priorities simultaneously and effectively.
- Excellent ability to adapt capabilities and quickly learn new systems/programs.
- Professional communication, negotiation, presentation, problem solving, and conflict resolution skills; able to relate comfortably and effectively to people at all levels.

Technical Skills

- Advanced skills in Quark Xpress 7; Adobe PhotoShop CS3, Adobe Illustrator CS3, Adobe Acrobat 8; Intermediate skills in Adobe InDesign CS3; Dreamweaver CS3, Flash CS3, Microsoft Word and Corel Knockout; Primary skills in Microsoft Excel and Powerpoint.
- Digital illustration using Wacom graphics tablet, Adobe Photoshop and Illustrator. Past experience with traditional media using pencil, watercolours, oils and acrylics.
- Advanced skills in Macintosh operating systems through OSX. Primary skills in Windows OS.

Professional Experience

Assistant Manager of Advertising Production / Designer / Artworker

The Newmarket Group Ltd. – Worcester Park, Surrey UK

2005 to present

Assist in the management of seven team members. Designed and produced advertisements for an extensive selection of regional and national newspapers, newspaper supplements and magazines.

Re-designed a large group of newspaper's advert styles, which drew a significant increase in sales, therefore was adopted across a wide range of titles and deemed our new 'house style'. Designs a variety of magazine advert styles appropriate to the style of the publication. Managed seasonal supplement production, whilst our manager oversaw the daily and weekly advert production. Manages web image production and supply to the company CMS. Designed a new Flash web banner template based workflow in preparation for increased demand for web-based advertising. Works extensively with a template based print advertisement production workflow and designed new advertisements and advertising template systems for a variety of publications. Workflow includes press ready PDF creation, Flash advertising banners and sending files via Adfast, ISDN and FTP. Routinely asked by the Commercial Director to design a diverse range of key projects.

- Key publications: The Guardian, The Observer, The Times, The Telegraph, Readers Digest, Yours Magazine, RSPCA, Hampshire Society

Illustrator, Linda Lee Studios – London UK

2003 to 2006

Digital illustration with a focus on primary education. Clients include Harcourt School Publishers (USA), Houghton Mifflin School Division (USA), Bill Smith Studio (NY, USA), Oxford University Press (USA), Silver Editions (NY, USA), and Macmillan/McGraw-Hill School Division (USA).

Artworker / Illustrator / Manager, Linda Lee Studios – Florida USA

1995 to 2003

Managed a small graphic art and print production studio, providing graphic art services for several key clients including Harcourt School Publishers, Elite Vacations Inc, Excel Villa Rentals, Prism Fireworks, JMC / Thomas Cook (Florida Office).

Directed all aspects of project development and client relations, effectively meeting deadlines. Orchestrated all design functions, from initial client contact to final production. Designed and created pencil sketches and rough comprehensives, developed prototypes, and revised materials for client approval. Oversaw and performed photostyling, typesetting, digital mechanicals, proofing, pre-flight, and electronic file transfer functions. Hired and supervised contract workers. Maintained digital file archives of completed projects. Scheduled projects, developed estimates, managed accounts receivables / payables and taxes, purchased capital equipment and supplies, and directed material shipping operations. Served as a liaison in discussing projects and kept clients informed of their project status. Coordinated with printers to collaborate on job details and scheduling.

Key Clients / Projects:

Elite Vacations, Inc. (1997 to Present)

- Annually produced full colour travel brochure, ranging in page count from 40 to 68 pages. Managed all stages from concept through to production, including arranging printing services.
- Produced a variety of brochures, flyers, letterhead, business cards, and forms.

Prism Fireworks (1997 to 2006)

- Package design and execution from concept through to production of final mechanicals.
- Comprehensive web site design including hiring assistance for flash design and creation.

Harcourt School Publishers (1995 to 2005)

- Designed / produced a variety of projects from concept through to production of final mechanicals. Routinely recruited to takeover production of partially completed projects or edit existing materials. Hired assistance as needed.
- Illustration: Produced digital and traditional media spot illustrations.
- Display box packaging: Designed and produced artwork for a variety of box styles, with conceptual development of visual surface art and input on structural design.
- CD-ROM software packaging: Designed and produced artwork and final digital mechanicals for a variety of case styles, case booklets, inlay card inserts and CD-ROM imprints.
- Videotape packaging: Design and complete production of sleeves and labels for several entire video series, ranging in size from 6 to 30 volumes.
- New media: Designed and produced a variety of illustrations and graphics for web based interactive student activities, including some conceptual development functions.
- Marketing: Created a variety of brochures, cards, invitations, signs, and posters.

Artworker, Lakeland Electric & Water – Lakeland, Florida USA 1994 to 1995
Graphic design and production of final mechanicals for brochures and other print materials.

Artworker, Constantino Advertising, Inc. – Maitland, Florida USA 1993 to 1994
Graphic design and production of comps and final mechanicals for advertisements, brochures, letterheads, business cards and other printed pieces.

Illustrator and Art Worker (Self Employed) – Kissimmee, Florida USA 1992 to 1993
Designed and created traditional media and digital artwork for Sea Dog Sportswear.

Staff Illustrator, SRI Enterprises, Inc. – Orlando, Florida USA 1991 to 1992
Designed T-shirts for various national theme parks including Sea World, Walt Disney World, Six Flags, Busch Gardens, Fiesta Texas, Cedar Point and King's Dominion.

Directed digital design and production for a company that was new to computer use in artwork design and production. Produced comps and artwork with coloured pencil and marker; produced final artwork with pencil, marker, darkroom camera techniques, and computer.

Educational Background

Bachelor of Fine Arts, Illustration Major (1990 to 1991) GPA 3.76

Ringling School of Art and Design – Sarasota, Florida USA

- Graduated with Honours
- Merit Award of Achievement
- Who's Who Among Students in American Universities and Colleges
- National Dean's List
- President's List
- Artwork exhibited in "The Best of Ringling" annual student exhibition, 1990 and 1991
- Artwork exhibited in "Society of Illustrators 1991 Annual Scholarship Competition"

Visual Communications Program / Foundation Studies (1987 to 1989) GPA 3.0

Maryland Institute College of Art – Baltimore, Maryland USA

- Artwork exhibited in "Foundation Show" 1988

- Portfolio and professional references available upon request -