

Aparna Shona D u t t a

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Object

Motivated designer with 5 years of experience in graphic design, project management and art direction interested in positions of equal parts design and management. Ample experience in deadline-driven, fast-paced work environments. Very strong written & verbal communication and interpersonal skills and a solid team player.

Education

Rhode Island School of Design Graduated 2004
Bachelor of Fine Arts, major emphasis in graphic design

Employment

Gallery Director *Aicon Gallery* March 2008 – December 2008

- Management of all marketing, including ideation and innovation to bring in fresh collaborators
- Relationship cultivation with surrounding galleries and organizations
- Correspondence with local, national & international press to promote monthly exhibitions
- Extensive client outreach in a heavily sales-based environment
- Event planning and oversight to promote and improve the gallery's image in the local community

Graphic Designer *PC Gamer Magazine* March 2007 – March 2008

- Layout of front and back of book
- Heavy participation in '08 redesign
- Design of special feature stories
- Strong use of templates with an emphasis on exploration via image-rich content

Graphic Artist & Interim Art Director *Bill Graham Presents / Live Nation* March 2006 – February 2007

- Creation of flyers for all shows in the greater Bay Area, Southern California and the Pacific Northwest
- Design of historic Fillmore and Warfield concert posters
- Daily/weekly/monthly newspaper ads promoting all concerts and shows
- Environmental design to promote shows (bus sides, billboards, banners, apparel)

Graphic Designer *Proux Science* October 2004 – November 2005

- Development of medical illustrations
- Layout of magazine pages for multiple pharmaceutical publications
- Heavy Flash animation of medical processes and physiological functions
- Creation of websites that include self-generated medical illustrations and animations
- Design of apparel and products to support brand identity

Freelance Design & Management

- Aicon Gallery
- Ankh Marketing
- G2 / Grey Advertising
- Forterra Systems
- Leopold Leadership Program
- Live Nation
- Maitri Non-Profit Group
- Meebo, Inc.
- Moccasio, Inc.
- Nair & Co. Consultants
- PC Gamer Magazine
- Solar SCADA
- Spool Me Rotten
- Stanford University
- VirtualLabs @ Stanford

Proficiency

Technology

Photoshop
Illustrator
InDesign
Quark Xpress
Flash
Dreamweaver
Acrobat

HTML
CSS
PHP
Mac & PC platforms

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