

RITA MYERS

SUMMARY

Multi-faceted art director, designer and design manager with senior-level experience in corporate, marketing, and publishing communications. Proven success creating print and interactive products that achieve clients' business goals, add value to their messages, and build future potential into their brand. Excellent project manager offering concise creative direction, purposeful graphic strategies, and dynamic team leadership. Hands-on designer, realizing smart, responsive, and insightful graphic solutions.

WORK EXPERIENCE

Creative Director

Rita Myers Graphic Design, Philadelphia, PA

2007–present

Rita Myers Graphic Design provides art direction, design, and project management of communications for a wide range of industries, including the financial, industrial, cultural, and technology sectors.

- Clients include: BearingPoint, management and technology consultants; Museum of Jewish Heritage; Sustainable Business Network of Greater Philadelphia, nonprofit network of local business and social entrepreneurs; PhillyCarShare; Mazzoni Center.

Executive Design Manager/Art Director

Macmillan McGraw-Hill, New York, NY

2003–2007

Responsible for the creative direction and design management of educational publishing products.

Directed all job phases from concept to final product. Served as liaison to publisher and executive management to ensure program objectives were being met. Managed design budget of \$700,000.

Supervised direct reports and mentored design team.

- Successfully aligned creative direction of product with client expectations, resulting in vibrant sales
- Created and implemented overarching graphic strategies and visual structures
- Conducted competitive product analyses that contributed to success of editorial and visual design
- Prepared plan for creative design brief, resulting in comprehensive vision of program
- Created Instructional Design Plan, accelerating both decision-making and product development
- Instrumental in streamlining cross-functional workflows, resulting in more efficient production cycle
- Hired and helped develop creative team of 17 designers into independent problem-solvers

First Place for Elementary Series, School Publishing, 21st Annual New York Book Show, 2007

Freelance Project Manager and Art Director

Four Lakes Color Graphics, New York, NY

Inkwell Publishing Solutions, New York, NY

2002–2003

Responsible for design and management of text and trade book projects. Art Directed trade book cover designs.

- Introduced design presentation techniques which enhanced client communications and retention
- Streamlined communications and review process, resulting in accelerated production

Design Manager, Art Director and Designer

Alexander Design Associates, Inc., New York, NY

1995–2002

Design Manager: Served as key liaison to focus and fulfill specific communications needs of product or target audience for clients in banking, technology and manufacturing markets. Directed all job phases of print and interactive communications from concept through final product. Responsible for comprehensive fiscal management of projects with budgets ranging from \$50,000–\$150,000. Hired and supervised design staff and freelance personnel.

Art Director and Designer: Conducted product research and developed concepts for print and interactive projects, including annual reports, sales brochures and periodicals. Developed client proposals and presentations. Designed covers, page layouts, charts, graphs, and financials for print. Developed flowcharts, navigation, and screen designs for interactive. Supervised copywriters, electronic designers, composers, and software developers. Originated concepts and supervised production and post-production of video projects. Directed image research and creation; directed studio and location photography.

- Introduced templated designs of annual reports, resulting in lower production costs
- Standardized design review protocols with clients, enhancing ease of communications
- Solicited and developed multi-media and interactive projects, resulting in added revenue stream
- Coordinated interactive projects with print projects to create global presentations

- Created online system design for clients' graphic standards, improving vendor performance
- Initiated and oversaw project archives and electronic studio procedures

Freelance Designer and Production Manager

Curriculum Concepts, Inc., New York, NY

1993–1994

Function thru Form, Inc., New York, NY

1983–1993

Responsible for design and production management of text and trade book projects. Designed page layouts and production-ready templates. Prepared grids and typographic specifications. Prepared detailed pre-flight checklists. Coordinated designers, typesetters, production artists and printers.

ADDITIONAL BACKGROUND

Visual Artist

Large-scale video installations

1975–1993

Extensive exhibition record including in New York, the Whitney Museum, Museum of Modern Art, Alternative Museum and the Kitchen; nationally, the Carnegie Museum of Art in Pittsburgh, Cincinnati Art Museum, Newport Harbor Art Museum, and the San Francisco Museum of Modern Art; and internationally, the World Wide Video Centre in Amsterdam, Videobrasil in São Paulo, Kölnischer Kunstverein in Köln, and Neuer Berliner Kunstverein in Berlin.

Recipient of numerous awards as a visual artist including the Douglass Society for Distinguished Achievement, the National Endowment for the Arts, the New York State Council on the Arts, the Massachusetts Council on the Arts, and the Jerome Foundation. Current work is in photography.

- Secured funding of \$50,000–\$75,000 per project
- Managed fiscal and administrative aspects of projects, from proposal to exhibition
- Assembled and supervised creative teams of sculptors, composers, and video engineers

Educator

College teaching experience

1975–2005

- The Cooper Union School of Art, New York, NY. *Video Art Production and Video Art History*
- Massachusetts Institute of Technology, Cambridge, MA. *Video Art and Three-dimensional Foundations*
- Carnegie Mellon University, Pittsburgh, PA. *Video Art, Sculpture and Foundations*
- Hartford Art School, University of Hartford, CT. *Graduate Seminar, Video Art and Foundations*
- University of California, Irvine. *Sculpture and Foundations*
- Douglass College, Rutgers University, New Brunswick, NJ. *Sculpture and Foundations*

EDUCATION

M.A. Hunter College, City University of New York

B.A. Douglass College, Rutgers University, New Brunswick, NJ *cum laude*

SOFTWARE SKILLS

Adobe Creative Suite; Microsoft Office

MEMBERSHIPS

Independence Business Alliance, Philadelphia, PA

Sustainable Business Network of Greater Philadelphia

Wonder Women, Delaware Valley Legacy Fund

ASSETS

- **vision** *big picture thinking in balance with streamlined implementation*
- **innovation** *creative leadership that inspires novel solutions for diverse communications*
- **maturity** *multi-faceted background with proven expertise and a wealth of personal resources*
- **depth** *excellent project management that adds value during all phases of jobs*
- **empathy** *personable and effective liaison between creative teams and clients/departments*
- **efficiency** *exceptional organizational skills and meticulous attention to detail*

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