

# RESUME: DONNA BRONSON

## EXPERIENCE:

(10/91 - Present) • DONNA BRONSON DESIGN SERVICES  
Westlake Village, California - Owner

### Design:

Specializing in corporate identity and all of its applications: logo development, letterhead package design, communication & presentation materials, ad campaigns, websites, PowerPoint presentations, annual reports, publication design (newsletters, catalogs, handbooks), brochures, direct mail pieces, posters, promotional items, and trade booth design.

### Production:

Responsible for creating all comps and mechanicals. Art direct photo shoots (photo styling and propping). Supervise projects through pre-press, printing and delivery.

### Management:

Conduct client portfolio reviews and design presentations. Hire and coordinate artists, writers, photographers and vendors. Conduct cost analysis options to help establish annual budgets for clients as well as media planning and placement.

(4/90 - 4/91) • MBM ADVERTISING  
Pasadena, California - Art Director

### Design:

Projects included corporate identity, ad campaigns, brochures, exhibit booths, direct mail, promotional gifts, presentation and sales materials.

### Production:

Responsible for creating comps & mechanicals, supervise all aspects pre-press & press checks.

### Management:

Conducted all client portfolio reviews and design presentations. Hired and coordinated staff, artists, writers, photographers and vendors. Did the media analysis and placement. Oversaw the creation of sales strategies and supervised account executive. Reviewed financials. (Wells Publishing and MBM Advertising were owned by the same company.)

(10/89 - 4/90) • WELLS PUBLISHING  
Pasadena, California - Art Director

### Design:

Responsibilities included page layouts for 2 trade publications (3 issues a month), cover designs, ad design and all in-house promotions.

### Production:

Responsible for pagination, color impositions, mechanicals, coordination with vendors, proofing, press checks. Experience with sheetfed and heat set web presses.

### Management:

Supervised the design/production department and staff, staff training, vendor coordination, and monthly financial analysis on department costs (i.e.: production, pre-press and printing.)  
4 color mechanicals, type specifying and blueline proofing.

**(1/89 - 6/89)**

• ASSOCIATED STUDENTS OF SAN DIEGO STATE UNIVERSITY  
San Diego, California - Graphic Designer

**Design:**

Design projects included brochures, tee-shirts, flyers and logo design.

**Production:**

4 color mechanicals, type specifying and blueline proofing.

**(5/87 - 5/89)**

• FREELANCE GRAPHIC DESIGN  
San Diego, California - Graphic Designer

**Design:**

Corporate identity.

**Production:**

Mechanicals and printing supervision.

**(5/87 - 9/87)**

• RANCHER PUBLICATIONS  
Fallbrook, California - Production/Graphic Artist

**Design:**

Designed editorial spreads and ads for two 4 color magazines.

**Production:**

Responsible for mechanicals on both publications and their ads, sat in on blueline proofing.

**EDUCATION:**

**(8/84 - 5/89)**

• SAN DIEGO STATE UNIVERSITY  
San Diego, California

Bachelor of Arts Degree-Graphic Design

Dean's List

Distinction in Major Field - a 3.5 GPA or higher in all major required classes.

**(9/83 - 12/83)**

• UCLA EXTENSION  
Los Angeles, California

Class in production and paste-up.

**SOFTWARE:**

InDesign, PhotoShop, Illustrator, Acrobat.

**REFERENCES:**

Available upon request.

Donna Bronson Design Services  
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Graphic Design & Art Direction