

PENNY LORBER DESIGN

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W www.pennylorber.com

+ **OBJECTIVE** Seeking to creatively collaborate and contribute to business growth.

WORK EXPERIENCE **Penny Lorber Design** Design and Art Direction, Graphic Design, Video – San Francisco, CA 2004–present
Specialize in branding, identity, UI/UX, information design, strategic thinking and video for emerging companies, tech firms, and cause-driven organizations. Firms: Celery Design, Erbe Design, Think 2 Build. Clients: Project Noise, American Cancer Society, The Running Shop, Sparkseed, Cetacea Corp., Aquan, Dream Quest.

Moving Brands Designer – San Francisco, CA 04.2011–03.2013

Work with the Moving Brands team to conceive, design and implement differentiated and conceptual brand identities. Lead teams, art direct and design solutions for web, mobile, print, video, motion graphics and environment. Skills utilized include developing IA, UI/UX, designing cross channel systems, developing strategy and brand personas, video editing, copy writing, presenting and interacting with clients, organizing and participating in workshops. Clients: Menlo Ventures, CX, Nuance, Flywheel, StyleBee, Coyote, Redpoint Ventures, Michael Mina, Circ, IfOnly, Inadco, Bowers & Wilkins, Microsoft.

WIRED Magazine Contributing Designer – San Francisco, CA 10.2010–04.2011

Layout "Play" section pages for both print and tablet versions of the magazine. Issues 18.12–19.05.

Landor Design Intern – San Francisco, CA 06.2010–09.2010

Work with the design team to conceive, design and implement various projects. Clients: Exploratorium, WildAid, EJ Group, Accenture.

Handel Architects Interiors Assistant and Graphics – San Francisco, CA 09.2005–05.2006

Create graphics for marketing materials and presentations.

Assist in selection and specification of interior finishes.

Projects: High rise condominiums at 301 Mission St. in San Francisco; The Sports Club LA in Boston, Miami, San Francisco, New York and Washington, DC.

Blink.fx Senior Motion Graphics Assistant – New York, NY 10.2003–10.2004

Assist with editing, compositing and rotoscoping.

Prepare and input elements in HD and SD formats for use in graphics, compositing and editorial sessions.

Capture and compress media for web posting and CD/DVD delivery.

Assist in storyboard and styleboard creation for project bids.

Maintain all aspects of graphic facility's machine room.

Clients: ESPN, HBO, Rock-A-Fella Records, Island Def Jam Music, MTV, Nickelodeon, IZOD.

Image Group Post, LLC Avid Assistant / Duplication Technician – New York, NY 10.2001–10.2003

Digitize footage and assemble roughcuts on Avid Media Composer and Avid Symphony.

Operated HD, Digital Betacam, Betacam SP, DV cam, Mini DV, D2, D1, Umatic, half-inch and one-inch formats.

Assist New Media division with DVD dailies.

Clients: MTV, ESPN, Verizon Wireless, Viacom, CBS, Nickelodeon.

WTIU News Public Access Television Reporter and Photographer – Bloomington, IN 09.1999–01.2000

Wrote, reported, edited and photographed news packages for self and others.

Shot material on Betacam and Hi-8 cameras.

Edited on Avid Express.

EDUCATION **Academy of Art University** – San Francisco, CA 2010

Master of Fine Arts Graphic Design.

Indiana University – Bloomington, IN 2000

Bachelor of Arts Journalism. Double major: Broadcast Journalism and Political Science.

SKILLS **Graphic Design** Adobe Creative Suite

Editing Final Cut Pro, Avid

Motion Graphics AfterEffects

Photography & Video Nikon D80, Canon GL2

ACCOLADES **Published** "Dynamic Identities" (2012), "Los Logos 6" (2012), 2011 Brand New Awards, Comprehensive Identity Program, 5 stars; Graphis New Talent Annual 2011; HOW International Design Annual 2011; Print Regional Design Annual 2011; "Design and Design Book of the Year", 2010, 2009

Shows Third Annual Academy Book Arts Juried Show, 2008;

Academy of Art Graphic Design Showcase, 2010, 2009, 2008, 2007

REFERENCES References furnished upon request.