



WENDY GOLDFARB

Design & Illustration

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EDUCATION

OHIO UNIVERSITY // Athens, Ohio

Scripps College of Communication, School of Visual Communication
B.S.V.C. in Informational Graphics & Publication Design
Minor in General Art
Graduated Magna Cum Laude June 2011 | 3.88 G.P.A.

RECOGNITION

Dean's Scholarship
2010-2011

**Scripps College of
Communication
Scholarship, 2009**

Gateway Scholarship
2007-2011

Dean's List
2007-2011

MEMBER OF

Society for News Design
2007-2010

Phi Kappa Phi Honor Society
2010-2011

Golden Key Society
2009-2011

Sigma Alpha Lambda
2008-2011

Alpha Lambda Delta
2008-2011

SKILLS

ADOBE CS5 // InDesign,
Illustrator, Photoshop,
Dreamweaver, Premier Pro, Flash

CCI // Newsgate

MACINTOSH // OS, iMovie

MICROSOFT //
Windows Platform, Office

WEB // XHTML, CSS

Familiarity with Canon
SLR Camera System

EXPERIENCE

GANNETT PHOENIX DESIGN STUDIO // Phoenix, Arizona // Designer, 2011-Present

Reno Gazette-Journal // 2012

- Work directly with editors to layout pages and design centerpieces for everything from sports and features to Sunday's front page.

The Arizona Republic // 2011

- Produced five community tabloid additions, including cover centerpieces, inside pages and graphics as needed. Filled in as needed for daily news sections.

BACKDROP MAGAZINE // Athens, Ohio // Creative Director, 2010-2011 & Design Director, 2009

- Managed the visual identity of a quarterly, 6000 circulation student-run magazine targeting the Ohio University audience
- Oversaw design and photo teams in the creation of page layouts, advertisements, illustrations and photo illustrations & accountable for any visual material not assigned to a creative team member
- Responsible for recruitment of new creative team members & managing a freshman-level design workshop

THE KENNEDY MUSEUM OF ART // Athens, Ohio // Gallery Assistant & Designer, 2010-2011

- Worked directly with the curator of the museum and visiting artists to create promotions and guide materials for exhibitions and the museum itself

SBC ADVERTISING // Columbus, Ohio // Production Intern, Summer 2010

- Assisted in the creation of various print and web materials for brands such as Bed Bath & Beyond, AJWright, White Castle, and Bob Evans
- Worked with other interns as Art Director to create a fully-integrated back-to-school campaign for AJWright

OFFICE OF EDUCATION ABROAD // Athens, Ohio // Graphic Design Intern, 2009-2010

- Served as the sole graphic designer within Ohio University's Office of Education Abroad to create promotional posters, brochures and advertisements.

FREELANCE WORK

- Collaborated with **Ohio University's Graduate College** to brand the 2011 Ohio University Student Expo
- Worked with academic fraternity **Sigma Xi** to brand and design t-shirts for weekly Science Cafe
- Created promotional poster and postcard for the **Hillel at Ohio University's** Tel-Aviv study abroad trip
- Developed posters to promote **Global Awareness Program's** six 2009 educational presentations