

# PAULA EASTWOOD

505/660-0136

vision@eastwooddesignsf.com www.eastwooddesignsf.com

## CORE SKILLS & PURPOSE

### **GRAPHIC DESIGN, ART DIRECTION, WEB/PROMO CONSULTING**

I gather inspired imagery from observation, refine that with graphic and technical experience, and transform it into successful, smart communication. My goal is to have a positive mark working with organizations that improve the world. Core skills are Adobe InDesign, Photoshop, Illustrator, Wordpress, Mailchimp and basic Word, Excel; Photography (people, events, products). My verbal and written communication skills are highly developed, which I believe is essential to success.

## ON-STAFF EMPLOYMENT

12/96 to 8/02

### **ART DIRECTOR**

*Santa Fean Magazine*

Created and produced all editorial design, directed workflow and art budgets, managed an assistant, conceptualized and assigned art and photography, searched stock, edited photos, digitally retouched photos, and prepared editorial files for production—10 issues a year.

## SOME CURRENT AND FORMER CLIENTS

### **PAST AND PRESENT, AS EASTWOOD DESIGN**

*New at Home, Aspen Sojourner, SalonLife*  
and *El Palacio* magazines  
Santa Fe Institute/*SFI Bulletin*  
Montgomery & Andrews Law Firm  
Santa Fe Jazz & International Music Festival  
Plein-air Painters of America/Haggin Museum  
Chocolate Maven Bakery & Café  
Youth Media Project—media education  
C. Seigel Art Appraisal  
New Mexico Wilderness Alliance  
Santa Fe International Folk Art Market  
Congregation Beit Tikva

### **2000 AND BEFORE (NYC)**

HBO, MTV, VH1, USA cable networks  
Ogilvy & Mather Advertising  
National Audubon Society  
Magazines:

*Entertainment Weekly, Saveur, Psychology Today, Spy, Skiing, Field & Stream, Mother Earth News, Popular Science*

## TEACHING

3/97 to 12/08

University of New Mexico Continuing Education—Quark Xpress, Editorial Design  
Santa Fe Community College—Quark Xpress, Communication Design

## PAST FREELANCING

1/96 to 7/96

### **PRODUCTION/DESIGN**

**Nickelodeon/Acme On-Air** cable network, New York, NY

Worked with the on-air art staff, creating digital graphics used in short video spots for Nickelodeon, Nick, Jr., Nick at Nite, and TV Land.

3/93 to 7/96

**Nickelodeon/Acme Off-Air**

Worked with off-air art staff creating various promotional print projects.

10/88 to 7/96

**Home Box Office, Inc.**, Creative Services Dept., New York, NY

Worked as support for the design staff. Assignments focused on cable TV affiliate relations, direct mail, and advertising.

10/91 to 5/93

Designed and produced the *Hobnobber* (HBO's monthly employee newsletter).

5/93 to 6/95

### **ASSOCIATE ART DIRECTOR**

*Popular Science* magazine, Times Mirror Magazines, New York, NY  
Art directed and designed departments and some features.

*continued on page 2*

**EDUCATION**

---

Bachelor of Fine Arts—Northern Illinois University, DeKalb, Illinois  
Continuing Education—  
School of Visual Arts, New York, NY  
Pratt Manhattan, New York, NY  
New York University  
University of New Mexico  
Santa Fe Community College

**NATIONAL AWARDS**

---

- 2002 Association for Women in Communications  
**CLARION AWARD—MOST IMPROVED PUBLICATION UNDER 100,000 CIRCULATION**  
for *Santa Fean* magazine
- 2001 Association for Women in Communications  
**CLARION AWARD—BEST OVERALL PUBLICATION UNDER 100,000 CIRCULATION**  
for *Santa Fean* magazine
- 1999 Society of Publication Designers  
**MERIT AWARD—PHOTOGRAPHY**  
for *Santa Fean* feature
- 1997 Society of Publication Designers  
**MERIT AWARD—DESIGN**  
for *Santa Fean* feature

**CURRENT MEMBERSHIPS**

---

AIGA (American Institute of Graphic Arts)  
New Mexico Wilderness Alliance  
The Design Corps of Santa Fe  
New Mexico Women in Film

**VOLUNTEER WORK**

---

Kitchen Angels, Santa Fe  
New Mexico Volunteers for the Outdoors