

# PAULA EASTWOOD

GRAPHIC DESIGNER/DIGITAL COMMUNICATIONS

505/660-0136

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## CORE SKILLS

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Adobe CC—InDesign, Photoshop, Illustrator	Photography (people, events, product)
Microsoft Office, Quickbooks (basic)	Publication, identity and promotional design
Wordpress, Mailchimp html email	Teaching design concepts/software

## BUSINESS

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Eastwood Design, Santa Fe, NM—graphic design, art direction, publications, web

## PREVIOUS EMPLOYMENT

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### ART DIRECTOR

12/96 to 8/02

*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.

## PARTIAL CLIENT LIST

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### PAST AND PRESENT

*Aspen Sojourner*, *SalonLife* and  
*El Palacio* magazines

Santa Fe Institute/*SFI Bulletin*

Santa Fe Jazz & International Music Festival

Plein-air Painters of America/Haggin Museum

C. Seigel Art Appraisal

New Mexico Wilderness Alliance

Santa Fe Folk Art Market

Congregation Beit Tikva

Altermann Galleries & Auctioneers

## PREVIOUS FREELANCING

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### PRODUCTION/DESIGN

1/96 to 7/96

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.

Nickelodeon/Acme Off-Air

3/93 to 7/96

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

Home Box Office, Inc.

10/88 to 7/96

Creative Services Dept., New York, NY

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

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

### ASSOCIATE ART DIRECTOR

5/93 to 6/95

*Popular Science* magazine, Times Mirror Magazines, New York, NY

Art directed and designed departments and some features.

## TEACHING

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University of New Mexico Continuing Education—Quark Xpress, Editorial Design

Santa Fe Community College—Quark Xpress, Communication Design

## EDUCATION

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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

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#### NATIONAL AWARDS

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| 2002 | Association for Women in Communications<br><b>CLARION AWARD—MOST IMPROVED PUBLICATION UNDER 100,000 CIRCULATION</b><br>for <i>Santa Fean</i> magazine |
| 2001 | Association for Women in Communications<br><b>CLARION AWARD—BEST OVERALL PUBLICATION UNDER 100,000 CIRCULATION</b><br>for <i>Santa Fean</i> magazine  |
| 1999 | Society of Publication Designers<br><b>MERIT AWARD—PHOTOGRAPHY</b><br>for <i>Santa Fean</i> feature   |
| 1997 | Society of Publication Designers<br><b>MERIT AWARD—DESIGN</b><br>for <i>Santa Fean</i> feature  |

#### CURRENT PROFESSIONAL MEMBERSHIPS

The Design Corps of Santa Fe  
New Mexico Women in Film  
AIGA