

Lorraine Dey - illustrator/designer

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SKILLS:

- Pre-press, separations, production-work, comps & graphic design.
- Print, display/packaging designs, including digital product illustration & display presentation renderings.
- Today's technology with the added advantage of over 30 years experience in the graphics industry.
- Using digital technology for the past 18 years, working in both PC Windows & MAC formats.
- Live, Ideation sketches/illustrations for new product development brainstorming meetings & workshops.
- Traditional & Digital illustration styles, cartoon character development to realistic technical, product & food renderings.
- Daily use of CS5/CS6, Adobe Illustrator, & Adobe Photoshop for photo retouching and realistic digital illustration.
- Experienced with Adobe InDesign, page-layout software for large catalogs and brochures.
- Basic website design experience/HTML in Adobe Dreamweaver program.
- Experienced with PowerPoint presentations, embedded audio, video, images, charts and graphs.

EDUCATION:

Associates degree 1977 - Ocean County College - Toms River, NJ (A.S. Visual Communications Technologies)

Freehold Computer Training Center - 1993 Freehold, NJ – (Various courses for Desktop Publishing)

DDP Training Center-1995 & 1996 Freehold, NJ (courses for Quark Xpress, Adobe Illustrator, & Adobe Photoshop)

O. C. College- 1996 (Completed a full semester of Adobe Illustrator)

DDP Training Center-2000 Freehold, NJ (completed a course in "Flash" multi-media web design and animation program)

CDM institute – 2011 AutoCAD, both 2D & 3D

EXPERIENCE:

(2007- 2012) – TFH Publishing/Nylabone - Neptune, NJ (Central Garden & Pet)

DESIGNER/ILLUSTRATOR

Create design & illustrations for pet product packaging, displays, brochures, signage, and catalogs. Maintain existing Product-branding. Responsible for traditional & digital product, packaging and display presentation illustrations, as well as design and render new product development illustrations for Innovation/R&D. Live, Ideation, & sketch/illustration work for new product development meetings & workshops. Editorial illustrations and occasional magazine cover layout for monthly pet publication.

(2006-2007) - Franco Manufacturing - Metuchen, NJ

DESIGNER/ILLUSTRATOR

Create pattern designs & illustrations for home textiles. Designer for kitchen every day and seasonal dish towels, beach towels, etc. for Wal-Mart stores, Kohl's, JC Penney, etc. Was one of 35 designers in the corporation's graphics department. All illustrated designs and art patterns were created digitally on a daily basis. MAC based.

(2005-2006) - GI Apparel - Allenwood, NJ

DESIGNER/ILLUSTRATOR

Create graphic design and illustrations for clothing textiles. Designs for men's T-shirts, in a studio of 15 designers. MAC based.

(1999 to Present) Deystudio, LLC - Graphic design and Illustration studio

OWNER-Designer/ILLUSTRATOR – freelance work

Creative graphic design and illustration for clients and publishers such as Simon & Schuster, Rodale Press, Rockport Publishers, Squibb, Allstate Insurance, Toyota, Prudential, NBAH Blood Center at Robert Wood Johnson University Hospital, The Federal Reserve Bank, BMW, and more. PC & MAC based.

Worked as a consultant and off-site designer/art director 2 days a week for BUCA, Inc. , Neptune, NJ - as well as The CCI Group USA, LLC - East Brunswick, NJ - Designed and illustrated promotional marketing projects, retail P.O.P. displays, signs, packaging, ads, etc.

(1999 to 2000) Astor Chocolate Corp. - Lakewood, NJ

ART DIRECTOR/ILLUSTRATOR

Creative design for retail packaging & P.O.P. display concepts for high end gift chocolates. Art Director of graphics department, responsible for the daily workflow of 3 designers. Schedule and prioritize to meet the deadlines for sales & marketing team.

(1997 to 1999) Taurus Packaging and Display Corp. - Cherry Hill, NJ

ART DIRECTOR/ILLUSTRATOR

Responsible for creative design & illustration in retail packaging, P.O.P. display and signage concepts on accounts such as Sony, Mattel, Slim-Fast, Hershey's, Kraft, & more. Produce basic structural designs in Ashler Score /CAD-CAM system. Cutting table used with corrugated materials for comps. Presentation renderings were completed traditionally and digitally. Programs used on a regular basis were Adobe Illustrator, Adobe Photoshop, Quark Xpress, & Freehand. (MAC) Concepts completed through to final production graphics, including generating final Comp/mock-up presentations to clients. Also responsible for Digital photography and production of display set-up Instructions, as well as art direction on photo shoots with outside photographers.

(1993 to 1996) SUPCO - Sealed Unit Parts Co., Inc. - Allenwood, NJ

ART DIRECTOR/ILLUSTRATOR

Responsible for the concept, design & production of all marketing related print material needed for this company.

Projects included: catalogs, brochures, ads, product labels, packaging, forms, signage, technical illustrations, spec sheets, instruction sheets, floor and counter-top P.O.P. displays, art direction on photo-shoots, and working with the engineers on new product designs. All work was done by freehand or in PageMaker, Coreldraw, Adobe Illustrator and Photoshop programs.

Administrative duties: Developing and coordinating the advertising budget, hiring, training, and delegating work to other staff artists, scheduling and expediting procedures, placed advertisements in up to 10 different trade journals monthly, writing and sending updated press releases for new product developments. PC based.

(1986 to 1992) Freelance work - (Partial list of Companies I worked for during this time.)

TOWER GRAPHICS- a High-Volume full color printing facility. (Pre-press art, Camera work, and some film stripping.)

CENTANNI & COMER-Advertising Agency (Retail Ads, brochures, flyers, illustrations, etc.)

PAPEL/RUSS BERRIE- Producer of various stationery items, mugs, greeting cards, and stuffed toys. (Graphics & Illustration)

GRAPHIC PACKAGING GROUP, INC.-Produces standard & custom corrugated packaging and P.O.P. displays. (Graphics & illustration)

LARRY TABBIA/FURNITURE DESIGNER, Colorizing and finishing of designed original drawings for presentation to clients.

(1985 to 1986) PERSPECTUS AGENCY, INC. - Advertising Agency - Brielle, NJ –

ART DIRECTOR/ILLUSTRATOR - Design & illustration for retail consumer and B to B Ads, brochures, flyers, signs, packaging, etc.

(1982 to 1985) LAB-VOLT Division of Buck Engineering Co., Inc. - Wall, NJ

ART DIRECTOR/ILLUSTRATOR – Graphic design, production graphics and technical illustrations for catalogs, brochures, student manuals, ads and company annual report.

(1978 to 1981) LABELCRAFT CORP. - Farmingdale, NJ - GRAPHIC DESIGN DEPARTMENT SUPERVISOR - Flexographic label printing facility. Experience with step & repeat, cylinder distortion, and a polymer plate-making process.

AWARDS AND ACCOMPLISHMENTS:

1990 NY DU Artist of the year. - “Muddy-Water Retreat” – (Green-winged teal)

1990 NJ DU Print of the year. - “Floating Buffleheads”

2006 Designed a Chef Pattern for a kitchen dish towel that was sold-out and re-ordered every year by Wal-Mart for 8 years in a row.

2010 Illustrated children’s picture book, “A Sweater for Duncan”, Published by Raven Tree Press

2012 wrote & illustrated children’s picture book, “The Rain Forest Party”, Published by RTP/Delta Publishing

2013- Silver “Mom’s Choice Award” for “The Rain Forest Party” book.

2013- Gold “Gelett Burgess Award” for “The Rain Forest Party” book.