

VICKI VANDEVENTER

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summary

A creative designer/art director with more than 20 years experience in both print and online media. An outstanding communicator and problem-solver who thrives on multitasking. Exceptional interpersonal and organizational skills.

- Innovative, effective, award-winning design and art direction
- Excellent verbal and written communication skills
- Meticulous attention to detail, deadlines, and budgets
- Project management and client contact experience on a variety of projects
- Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, HTML, PowerPoint, Word, Excel, and FileMaker Pro skills on both Macintosh and Windows platforms

experience

FREELANCE GRAPHIC DESIGNER, 2010-present
vandesigner.com, Oakland, California

- Created numerous book cover and jacket designs for Stanford University Press, from initial concepts to print-ready mechanicals.
- Managed the production of more than 60 reprints for Stanford University Press. Included scheduling projects, redoing covers, overseeing corrections, checking proofs, and archiving updated files.
- Trained by SUP to convert existing InDesign files into ePub formats for Apple iBooks, Adobe Digital Editions, and Amazon Kindle.

DESIGN MANAGER, 2008-2010
Stanford University Press, Palo Alto, California

- Selected freelance designers and supervised the creation of book covers and jackets for 160+ titles per year in disciplines including humanities, Asian studies, Middle Eastern studies, business, law, and politics.
- Personally designed 57 book covers and jackets, creating 4-5 comps per title and producing print-ready mechanicals.

FREELANCE GRAPHIC DESIGNER, 2004-2008
vandesigner.com, Oakland, California

- Designed and produced a customized web site for Alameda Pet Hospital, using primarily Photoshop and Dreamweaver. Currently serve as webmaster.
- Managed the design and production of Hampton-Brown's new eAssessment web site while the technology director was on a 6-month sabbatical. Served as the liaison between HB's editorial department and the outside developer in Philadelphia.

DESIGN PROJECT MANAGER, 2001-2004
Hampton-Brown, Carmel, California

- Managed the design of the Grade 4 textbook, teacher's editions, and corresponding ancillaries for Avenues, Hampton-Brown's new English as a Second Language (ESL) program for grades K-5. Art directed both studio and on-location photo shoots.
- Art directed the award-winning Alphachant Phonics series of Kindergarten books. Introduced members of the development team, located in Carmel, Chicago, New York, and Orlando, to an online review process that enabled the team to meet a very aggressive schedule.

- Directed the user interface and graphics development for the Online Lesson Planner, Hampton-Brown's first web-based curriculum planning tool for elementary, middle, and high school teachers and administrators.

ART DIRECTOR / GRAPHICS MANAGER, 1997-2001

Eloquent, Inc., San Mateo, California

- Directed the look and feel, UI design, and production of more than 20 interactive multimedia projects created in the professional services department at a start-up rich media company. Clients included Autodesk, Citibank, Compaq, and Microsoft.
- Supervised the design and production of graphics for CD and web-based multimedia presentations, CD packaging, and presentation slides for corporate clients, including Anderson Consulting, Cisco, Eastman Kodak, IBM, Oracle, and Proctor & Gamble.

ART DIRECTOR / GRAPHICS MANAGER, 1991-1997

Computer Curriculum Corporation (Viacom Inc.), Sunnyvale, California

- Directed the design, development, and production of user interfaces and graphics in CCC's educational multimedia products—initially delivered on CDs, later web-based.
- Supervised a permanent staff of 12 in addition to 50+ freelancers, including interface designers, prototypers, usability testers, art directors, graphic designers, production artists, illustrators, animators, photographers, and photo researchers.

FREELANCE GRAPHIC DESIGNER, 1987-1991

Vandeventer Graphic Design, Monterey, California

- Created and produced book interiors and covers, as well as logos, stationery programs, business forms, print advertisements, brochures, and other marketing material. Clients included Allyn and Bacon, The Benjamin/Cummings Publishing Company, Brooks/Cole Publishing Company, The California Community Colleges Chancellor's Office, HarperCollins, Marriott Hotels, McGraw-Hill, and Wadsworth Publishing Company.

DESIGNER, 1980-1987

Brooks/Cole Publishing Company, Monterey, California

- Designed interiors and covers for more than 84 college textbooks, primarily for criminal justice, psychology, chemistry, mathematics, and computer science courses. Wrote type specifications, created page layouts, cropped and sized photographs, prepared page dummies for complex projects, and art directed photo shoots.

a w a r d s

- 18th Annual New York Book Show, Bookbinders' Guild of New York, 2004
- Awards Portfolio, Media and Methods Magazine, 1994
- Design Annual, Communication Arts Magazine, 1988
- Excellence in Software/Codie Awards, Software Publishers Association, 1996
- International Interactive Multimedia Awards, The New York Festivals, 1996
- Invision Awards, NewMedia Magazine, 1995
- MITX Awards, Massachusetts Innovation & Technology Exchange, 2004
- Northern California Technical Communication Competition, Silicon Valley Chapter of the Society for Technical Communication, 1996
- Regional Design Annual, Print Magazine, 1997, 1993, 1985
- Sam Seagull Awards, The Advertising Club of the Monterey Peninsula, 1991, 1987, 1984
- Self-Promotion Annual, How Magazine, 1991, 1989, 1988

education

- MA Degree in Advertising Design in progress
Syracuse University, Syracuse, New York
- BS Degree in Interior Design, English minor
San Jose State University, San Jose, California
- Graphic design courses
Glasgow School of Art, Glasgow, Scotland

portfolio

- www.vandesigner.com