

farnsworthdesign.com

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4 1 5 . 2 4 4 . 7 3 4 5

SKILLS

Quark Xpress
Adobe Illustrator
Adobe PhotoShop
Adobe Image Ready
Adobe LiveMotion
Adobe Dimensions
Macromedia DreamWeaver
Macromedia Flash
Fontographer
Fractal Design Painter
Steinberg Cubase VST
Photography (35mm & Digital)
Painting, Airbrush, Silkscreen
Songwriting/recording
Soundtracks and voice-overs

CLIENTS

Area Code
Center for Health Training
Charter Venture Capital
CloudSystems
Flapjack Interactive
Focus Ventures
Ideum, Inc.
L'Atelier/Rebecca Bruce
MacWorld
Permission2Proceed
Peachpit Press
Posit Science
Pyatok Architects, Inc.
Red Herring
TeVeo
Viz f/x
Wells Fargo Bank
Zantaz
Ziff Davis

EDUCATION

**PARSONS SCHOOL
OF DESIGN, NY**
Bachelor of Fine Arts degree
in Communication Design.

NEW YORK UNIVERSITY
Washington Square College
of Arts and Sciences.

FARNSWORTH DESIGN Owner/Design Director

San Francisco

February 1999
- Present

Currently designing and directing projects in both traditional print and web-based media for a growing roster of clients. Projects include advertising materials, web banner ads, complete websites, promotional materials, technical illustrations, logos and corporate identity, and interface design.

eMEDIaweekly Art Director

San Francisco

May 1998
- February 1999

Managed design launch of weekly news publication and website through staff and contract designers, typographers, illustrators and photographers. In conjunction with weekly issues, I also directed specialized marketing magazines, collateral and website design. □

MacWEEK Art Director

San Francisco

October 1993
- August 1998

Managed art and production of this Macintosh newsweekly, covering all facets of publication design; layout and section design, directing and creating illustrations, infographics and photography for print and on-line. Other projects included direction of Show Dailies for ZD Expo and Seybold Seminars, collateral materials and website design.

COUNTY OF ALAMEDA Art Director/Technical Staff

Alameda

June 1993
- October 1993

Coordinated and managed art/pre-press department for the County of Alameda. Projects included newsletter and form design, output management, and systems development for the efficient archival/retrieval of OCR and text data formatting.

MAC HOME JOURNAL, PC HOME JOURNAL, AMIGA+
Art Director/Production Coordinator

San Francisco

August 1990
- June 1993

Directed design and production staff of three monthly computer magazines. By setting-up a QuarkXpress publishing system, training staff, and implementing film output, I managed to increase the quality while halving the budget. Responsibilities included directing photography, press and pre-press services.

EPICUREAN RENDEZVOUS Associate Art Director

San Francisco

August 1989
- August 1990

Produced regional restaurant guides for San Francisco, Los Angeles and New York, as well as the AM/PM Travel Guide. Responsibilities: systems set-up and management, templating and layout, custom font creation, advertising and pre-press.

CALIFORNIA BYCICLIST Graphic Designer

San Francisco

June 1989
- August 1989

Assisted the art director in all aspects of editorial design of this monthly sports publication and their two regional editions. Responsibilities included systems management, and creating advertising and promotional materials for advertisers.