

WORK EXPERIENCE

Art Direction • Graphic Design • Print • Editorial • Identity • www.annatabachnik.com

COLLÈGE DE PARIS

FREELANCE DESIGNER. Complete wayfinding system for this private university's new three-floor, 30,000 square foot (2800 m²) campus in the Grande Arche de la Défense.

THE HISTORIC DISTRICTS COUNCIL, NYC

FREELANCE DESIGNER. Logo design for a New Architecture Prize and logo re-design for the Grassroots awards. Design of brochures, call for entries and event invitations.

UNIVERSAL MUSIC PUBLISHING CLASSICAL / DSE EDITIONS MUSICALES, PARIS

FREELANCE DESIGNER. Design of cd packaging, magazines and promotional items.

SELECTED CLIENTS

2006–PRESENT

PYRAMYD, PARIS

FREELANCE DESIGNER. Graphic design magazine *étapes*, and books: *design&designer* series.

REFLEX GROUP, PARIS

FREELANCE DESIGNER. Ad campaign for a new line of luxury pens by *Waterman*. Conception and design of visual universe, logo, letterhead, press-kit, show-cards, and p.o.p. elements.

THE INTERNATIONAL SCHOOL OF PARIS

FREELANCE DESIGNER. Magazine and annual report design, event invitations and identity.

DOTS AND LIGHT, INC., NYC

FREELANCE DESIGNER. Design of logos, identity, promotional print and exhibition materials.

THE NEW YORK TIMES UPFRONT, SCHOLASTIC INC., NYC

Semi-monthly news magazine for teens (24–40 pages, circulation: 250,000+).

ART DIRECTOR. Responsible for budget, design, layout, selection of images, and art direction of illustrators and photographers. Collaborated directly with editorial and design teams at both *The New York Times* and Scholastic. Managed brand consistency with the web and marketing groups. Joined internal and external teams to migrate from Quark/QPS to InDesign/K4.

2001–2006

Additional Responsibilities

ART DIRECTOR: SPECIAL PROJECTS FOR CLASSROOM MAGAZINES (2002–06) Design and art direction of special projects for the magazine division. Direct interaction with clients. (ex: *WriteIt*, a teen writing web site; Magazine for the Madison Square Garden After School Kids Program.)

ACTING GROUP DESIGN DIRECTOR (Summer 2002) Managed three art directors and four magazines for students, aged 8–18. Supervised the re-design of *Super Science*. Oversaw promotional issues for each magazine. Developed a roster of illustrators for use by the group.

MELANIE PAYKOS DESIGN, LOS ANGELES

Boutique firm specializing in promotional materials for the entertainment industry.

1999–2001

STAFF DESIGNER. Conception, design, execution, production management, and supervision of freelancers. Projects included logos and branding, style guides and screenings books, license packages, event invitations, and print advertising. Art direction of interactive cd-roms.

EDUCATION

Graphic Design • Contemporary Culture • Communications

THE UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA

B.A.: 1999 GPA: 3.74

1995–1999

MAJOR: Individualized: Visual Design & Contemporary Culture

HONORS: Magna cum laude with distinction in Major / Dean's List: 1995–96, 1997–98, 1998–99

PARSONS SCHOOL OF DESIGN / THE SCHOOL OF VISUAL ARTS, NYC

EXCHANGE PROGRAM: 1999; Specialized studies in two-dimensional design and typography.

SKILLS & INTERESTS

MAC OSX: InDesign & K4, Illustrator, Photoshop

LANGUAGES: English (native language), French (fluent)

OTHER: Architecture, Photography, Food, Rock Climbing, Swimming, Yoga