

# W. LYNN GARRETT

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## KEY SKILLS

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- Over a decade of experience in graphic design, production, retouching and art direction. Fully versed in concept-to-completion design work for a wide variety of disciplines and industries: packaging, branding, collateral, hospitality, publishing, advertising, entertainment, children's design, P-O-P, logos, signage, retouching, posters, web and much more.
  - Project management background: integral creative team experience in small businesses as well as Fortune 500 corporate environment.
  - Quick learner, always up for challenges. Strong multi-tasking, organizational and problem-solving abilities, very deadline-oriented.
  - Very solid computer proficiency. Has taught Photoshop, Illustrator and Quark.
  - Skillful, articulate communication skills. Former Journalism major who types 100wpm and actually knows how to spell! No way. Way!
  - Dry sense of humor and positive energy, faces stressful situations and tight deadlines calmly.
  - Very wide variety of work samples available upon request (much more than shown on website), always ready to meet custom creative needs.
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## SOFTWARE EXPERTISE

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1st Tier: Photoshop, Illustrator, QuarkXpress, InDesign; 2nd Tier: DreamWeaver, MS Word, PowerPoint; 3rd Tier: Flash

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## PROFESSIONAL EXPERIENCE

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### INDEPENDENT CREATIVE PROJECTS:

#### **W. Lynn Garrett Design** (6/91 - Present)

*Responsibilities include:* design, art direction, digital production and pre-press on a wide variety of creative projects: advertising, licensed products, packaging, billboards, newsletters, identity, menus, signage, children's books, collateral, display, product graphics, catalogs, brochures, apparel, board games and children's activity content, interactive advertising, entertainment advertising, key art, web design, and other materials. Hiring, co-ordinating, and collaborating with illustrators, photographers, writers, service bureaus, programmers, printers and designers, as well as working with vendors both domestic and overseas. Client list includes small design firms and individuals as well as multi-national corporations. Detailed client list available upon request.

#### *Recent projects/clients have included:*

- **Kodak/Ofoto**, Emeryville - A variety of branded gift packaging for items to be cross-sold at Target (*one-time project 11/07*)
- **Boardwalk Design**, Glendale - Create icons, patterns and layouts for licensed character entertainment styleguides (*on-call, 1999 to present*)
- **Tesser**, San Francisco - Restaurant menu boards and logos, design and production (*freelance on-call, 2003-2008*)
- **Mimi Robinson Design**, San Francisco - Textile designs to be sold by Tupperware in Latin America (*one-time project 8/07*)
- **Reinvention Partners**, L.A. - Entertainment design, DVD packaging and interactive icons (*on-call freelance, 11/06 to present*)

### LONG TERM AND STAFF POSITIONS:

#### **Klutz Press**, Palo Alto - *Contracted Designer* (6/04 - 2/07)

*Responsibilities included:* Art directing/designing the following children's books: Harry Potter Building Cards, Totally Tape, Rescue Trucks, Shadow Games, Magic Painting, The Foam Book, Pop Bead Critters, Pop Bed People & Building Cards Spaceships. Retouching and overseeing production on Super Scissors, The Quilting Book and Room Lanterns. Directing handfuls of illustrators simultaneously; organizing and art directing photo shoots with and without children. Creating content, design and final production, including retouching.

#### **Disney Consumer Products**, Toluca Lake - *Designer* (7/98 - 5/99); *Freelance Designer* (1999 - 2002); *Sr. Designer, Toy Packaging* (7/02 - 4/03)

*Responsibilities included:* Working in two-person department to oversee all Disney toy packaging (domestic/international). Creating and implementing style guides for all licensed Disney characters. Recruited to redesign all branded packaging for the Baby Einstein toy line.

#### **Strausberg Group**, Santa Monica - *Designer* (8/00 - 7/02)

#### **H2AD (Horlick Advertising)**, West L.A. - *Senior Designer* (1/99 - 3/00)

#### **Mattel Toys**, El Segundo - *Designer, Games & Puzzles Product/Packaging* (5/95 - 8/97); *A.D., Board Games Product* (9/97 - 4/98)

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## EDUCATION

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**Design/Computer** - Various Photoshop World & N.A.P.P. seminars (2001 - present); Art Center@Night, Pasadena, CA (*Design Major 1987 - 88, 92 & 93*); La Jolla Academy of Advertising Arts, La Jolla, CA (*Design Certificate 1989*)

**Internet** - Ojai Digital Arts Center (lynda.com), Ojai, CA (*Miscellaneous Intensive Web Training*)

**General Education** - UCLA Extension, Westwood, CA, varied courses (1997 - 99, 2002); Pasadena City College, Pasadena, CA, (*Art History focus 1992 - 93*); Grossmont College, La Mesa, CA (*Journalism Major, 1984 - 87*)

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## MISCELLANEOUS

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**Hardware/Software** - Full, state-of-the-art digital studio available for off-site work.

**Kudos** - Silver Creativity 38 Award - Best Self-Promotional Web Site category; feature article on my Patron Saints of Graphic Design in HOW Magazine (12/04, page 12); work featured in two David E. Carter books: Big Book of Layouts (2007) and Big Book of Color (2006).

**Associations** - National Association of Photoshop Professionals, Women in Toys, WADC, AIGA