



cathy rundell

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art director

20+ years in graphics industry: layout/logo/ad design, photo shoot art directing + producing, project management, quality control, budgeting, scheduling, copy editing, customer service + vendor relations. A real team player — not afraid to do whatever it takes to get the job done.

freelance graphic design

The “I Can Never Be Too Busy” Theory

RR Donnelley: marketing/event collateral + photo shoots (2003 - 2010)
Fran’s Chocolates: catalog, photo shoots, packaging + advertising (2000 - 2009)
Gen Con: ad campaign, 300+ pp program books, corporate identity + collateral (2002 - 2010)
CPG/Off the Grid: promotional postcards, brochures + photo shoots (2006 - 2009)
Tiger Tail: logo, menus, table cards + ads (2007 - 2009)
Uwajimaya: 80th Anniversary Cookbook design (2008)
American Lung Association of California: brochure + advertising (2008 - 2009)
New Jersey House & Home: marketing collateral + editorial layouts (2006 - 2009)
Standard Taxi: brochure, one-sheets, advertising + stationery (2006 - 2007)
True Fabrications: catalogs + photo shoot (2005 - 2006)
Lucasfilm: full-color program book + event badges for *Star Wars* Celebrations (2005 + 2007)
Sur La Table: packaging, catalog layout + photo shoots (2004 - 2007)
Seattle: magazine editorial layout (2003)
Alaska Airlines: full-color magazine editorial layout (2003)
Paramount Motion Pictures: *Paramount News* full-color newsletter + trade ads (1991 - 1995)
TurboPlay, *Film Threat* + *Sci Fi Universe*: magazine art direction + editorial layouts (1990 - 1994)

9-to-5 grind

Started in high school doing grease duty at McDonalds, ended art directing for Nordstrom in a deluxe hi-rise in the sky

Nordstrom, Art Director: Catalog layout + design (comping, comping, comping), photo art direction, photo shoot scheduling, booking + budget.

Fizz magazine, Art Director + Publisher: Co-founded bimonthly alternative music/arts/pop culture magazine. Layout design, photography, recruiting contributors, writing, proofreading, copy editing, print buying, ad production + prepress production (as well as the less enjoyable accounting, distribution, subscription fulfillment, public relations + ad sales). Lots of work. Lots of fun.

VideoGames + Computer Entertainment magazine, Art Director: Designed full-color monthly gaming magazine jam-packed with tons of graphics + photos. Commissioned artists, directed photo shoots, met crazy deadlines.

Gore Graphics, Production Coordinator: Managed projects for high falutin’ ad agency and studio accounts. Involved old timey things like the SRDS, Scitex + chromalins. Workin’ on the night shift, yeah!

Graphic Typesetting Service, Production Coordinator: Managed all phases of book production from manuscript to final film (including typeset galleys!!), negotiated with vendors + clients to satisfy budgets + deadlines. On the side, some book interior + cover design.

University Graphic Systems, Typesetting Manager: Helped pay the tuition by working at this college-run company on campus. Typeset for daily newspaper; then managed a crew of 15. More old timey things like type spec’ing, shooting stats(!), waxers + paste-up.

education

California Polytechnic State University, San Luis Obispo: BS in Graphic Communications