

CECILIA GUERRERO REZES
cecilia@notformonkeys.com
917.617.3690

EDUCATION:

School Of Visual Arts
MFA Design, May 2005

Fordham University
BA Art History, May 1998

PROGRAMS:

Adobe Creative Suite 3:

Illustrator

InDesign

Photoshop

Dreamweaver

Flash (Basic)

Fluent in conversational Spanish.

PROFESSIONAL EXPERIENCE

06.03 - CURRENT

Not For Monkeys, Inc., Owner/Creative Principal

Past & present clients:

National Geographic Magazine

Commonweal Magazine

Rodale Events

Prevention Magazine

Child Abuse Prevention Program

Callaway Editions, Inc.

Men's Health Magazine

Stuff Magazine

Organic Style

Honest

Scholastic

Stunners Entertainment

02.02 - 06.03

Meredith Corporation, MORE Magazine, New York, NY

Art Director/Marketing. Oversight of two freelance designers.

Coordination of workflow to art department to ensure that projects are properly distributed. Work with marketing director, events/merchandising director to set time lines and budgets for all projects. Review all marketing collateral for brand messaging and consistency to ensure that all projects align with the mission statement of the magazine. Design from project inception of all marketing materials including: color palette, type styles, sell sheets, presentations, mailings, media kit, brochures, in-book merchandising programs, advertorial comps, as well as oversight of web site design. Research, branding, and custom packaging of unique premiums for clients and special events.

10.00 - 02.02

G+J USA Publishing: ROSIE Magazine, New York, NY

Senior Designer/Marketing: Lead designer of the May 2001 launch of ROSIE Magazine, with oversight of associate art director. Creation of color palette, type styles, and identity of all marketing materials, including sales sheets, presentations, merchandising proposals, mailings, media kit and brochures, in-book merchandising programs, advertorial comps and premiums. Accountable for tracking and budget for all projects. Managed part-time freelance designer.

01.99 - 11.00

The Spiegel Group: Newport News, Inc., New York, NY

Assistant Art Director. Conceptualization and development of design solutions for seasonal clothing catalogs. Responsibility included the coordination and art direction of shoe and accessories, as well as layout design for these sections in the catalog. Creation of style guides and page template design. Photo editing of 35mm film for final selects used in catalog. Management of two freelance and one full-time designer.

08.99 - 12.99

Graphic Designer. Final production of new layouts, with oversight of assistant art director. Creation of national ads and press kits. Assigned retouching instructions and checked for color on kodak proofs. Project management on several projects.

01.99 - 08.99

DTP Quality Assurance Assistant. Responsible for the pre-flighting of all digital files being sent to the separator. Archival of all illustrated art, and updating of archival volumes.