

RESUMÉ

STEVIE LINDH

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Graphic Design • Art Direction • Project Development • Conceptual Design
Photo Direction • Direct Mail • Catalog Magazine Design • Packaging
Brochure & Logo Design • Poster Design

Awards:

Catalog Age American Catalog Gold Awards (3)

Art Direction and design of Jackson & Perkins Rose Catalogs, 1992, 1995 and 1996

Catalog Age American Catalog Silver Award

Design of 1998 Jackson & Perkins Rose Catalog

Bear Creek Corporation - Environmental Logo & Slogan Contests

Won both contests against all corporation employees for "Bear Creek Corporation - In Cooperation with Nature" slogan and logo.

Career History:

2001 - 2004

On-site Freelance Art Director/Designer for Olson/Kotowski, Inc.,

Advertising and Direct Response Agency, Redondo Beach, CA

Design and Art Direction of the following:

- 2003/4/5 Arbor Scientific Catalogs
(Educational Tools and Toys for Grades K-12 and Higher Ed)
- Epson Pro Graphics Catalog *(Epson America's Professional Line)*
- Epson Accessories Catalog *(Epson America's Retail Product Line)*
- Epson Digital Technology Catalog for Grades K-12
- Epson Digital Technology Solutions for Education Catalog
(product line for Colleges and Universities)
- Epson Mailers, Flyers & Space Ads
(for Government, Insurance, Investment & Banking)
- INTUIT & QuickBooks *(Catalogs and promotional pieces)*
- New concept and design of EPSON Gemini Printer Ad
Successful kick-off ad for the 2002 national campaign which established the Gemini "look".
- Design of EPSON Print Academy 2002 Invitational Postcard
Amateur-oriented seminar which boasted the highest-ever

attendance rate and greatly boosted product sales.

- Design of new feature pages for Nutrition Express Catalog (*Vitamins and Nutritional Supplements*)
- Package design for Nutrition Express Products
- Package and label design for Meguiar's Products (*High-End Car Care Line*)
- Design and layout of Road Runner Sports Catalogs
- Design and layout of Discovery Channel Video Catalogs
- Design and layout of Video Preview Catalogs
- Design and layout of Beverly Hills Boutique Catalogs

Bear Creek Corporation, Medford, OR

(Bear Creek is the umbrella corporation for Jackson & Perkins, Harry and David, and Northwest Express)

Concept and design of corporate ID and promotional pieces, including the new Jackson & Perkins logo.

Fox Ridge Farm, Enumclaw, WA

(Horse Breeding and Training Facility)

Creative concepts, design, organization and production of 40-page 4-color programs, posters, promotional materials and advertisements. Fox Ridge was considered to be one of the finest breeding farms in the Northwest and hosted internationally recognized horse shows. They frequently published full-page 4-color ads in the most popular and prestigious national equine magazines and journals.

Senior Art Director, Jackson & Perkins, Medford, OR

Responsibilities included:

- New concepts and designs for each successive catalog.
- Presentation of new designs to corporate management and Marketing Department.
- Sourcing and selection of stock photography from vendors for difficult-to-find or out-of-season horticultural products.
- Organization of photo shoots, including, but not limited to, the determination of locations, travel arrangements and expense estimates and reports. Inventory management of all products to be shot during two-week out-of-town photo shoots. Photography both in-studio and on location.
- Design and overseeing of sets to be built for in-studio shoots.
- Accountability for photo direction and completion of daily shot counts, occasionally with multiple photographers.
- Art Direction and design of catalogs and direct mail packages.
- Review and personal revision of catalogs and direct mail packages produced by the Production Art Department.
- Presentation to corporate management of new photography for final approval.

- Review of all color proofs and keylines from printer, prior to going to press.

J. Walter Thompson, Los Angeles, CA

Full-time in-house freelance, advertising design and production.

Kresser, Craig/D.I.K., Los Angeles, CA

Studio Manager, Production Art Department

Responsibilities included:

- Design and setup of the Art Studio for the newly-merged agency.
- Supervising the day-to-day running of the department.
- Setting up and ordering of all supplies and equipment.
- Interviewing and hiring of production staff and freelance help.
- Ordering of type and overseeing production of all print work.
- Hands-on production of paste-up and mechanicals.

Macintosh Skills:

QuarkXpress, Photoshop, Illustrator