

Mary Libbey

Graphic Design | Production | Illustration

OVERVIEW

Designer, illustrator and print production specialist with over 12 years experience in agency settings, possesses strong problem-solving and analytical skills, experienced in administrative and retail/customer service, and possesses a keen desire to learn and grow professionally.

EXPERIENCE

TERRY | KANE ORLANDO (TKO)
ORLANDO, FL

Milestones: Produced an award-winning specialty print project (Orlando Addy Awards, Silver) and art-directed an award-winning annual report cover (American Business Communicators, Annual Report Competition, 2nd Place)

DESIGN STUDIO DIRECTOR | OCTOBER 2009 TO PRESENT

This role combines past titles held within the company (Jr. Art Director and Production Manager) into one. Duties include developing graphic creative (branding, logo identity, collateral, corporate communications, design and production of traditional and CMS websites, and email blasts), all aspects of production management/supervision, as well as overseeing the art department (trafficking jobs, providing support to the computer systems and network, and purchasing).

PRODUCTION MANAGER | JUNE 2006 TO OCTOBER 2009

Supervised and managed all print projects within TKO. Responsibilities included researching production methods, techniques, paper and other printable materials, collaborating with the art directors to develop and refine specifications, estimating, negotiating, ordering, production supervision, quality control and fulfillment. Also met with clients to review ongoing print projects and to help strategize and develop new ones. Projects included annual reports, collateral materials, tradeshow booth systems, signage materials, flexo-printing and promotional materials.

Managed the schedules of several concurrent annual reports and worked closely on the client side to ensure each report was on track and within budget. This included specifying several variations of each report to determine the most cost-effective production method for each project and making paper/printing technique recommendations based on each client's demanding needs.

Other responsibilities included managing media budgets and negotiating media buys with print and radio outlets, and – utilizing illustration background – developing sketch concepts in different stages of projects, from initial concept for the client, or in the production stage to illustrate the project details to vendors.

JR. ART DIRECTOR | FEBRUARY 2005 TO JUNE 2006

Initially hired by TKO to work closely with a creative team to develop the brand language for a new NYSE-listed client. This role included developing a brand strategy, website, tradeshow booths and displays, ad campaigns, annual reports, and various collateral materials.

DAVIS ADVERTISING
WORCESTER, MA

Milestones: Designed and illustrated two distinct financial advertising campaigns which were nationally recognized in the industry trade publication Financial Advertising Review

GRAPHIC DESIGNER | NOVEMBER 1998 TO OCTOBER 2004

Initially hired as a production artist, responsibilities eventually expanded to include lead design, photo-enhancement and illustration. Worked on a variety of projects including annual reports, brochures, direct mailers, flyers, folders, stationary, logos, point-of-purchase signage, billboards, and newspaper and magazine advertisements, and miscellaneous promotional materials.

Provided technical support and art direction, worked with print vendors to ensure files were press-ready, acted as a "super-user" to assist the IT department, worked as an account coordinator and, in some cases, sole manager and designer of client projects, supervised several press-checks, developed and estimated printing, and assisted and/or art-directed several photo shoots.

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**WORCESTER CULTURAL
COALITION ARTS DISTRICT
TASK FORCE**
WORCESTER, MA

GRAPHIC DESIGNER | JULY 2004 TO NOVEMBER 2004

Developed a new brand identity for a weekly ad campaign showcasing various cultural events in and around the City of Worcester. Branded and redeveloped an artists' survey and related support materials (posters, handouts and web banner ads) for an emerging Arts District.

MARKET CONNECTIONS
WORCESTER, MA

GRAPHIC DESIGNER | AUGUST 2001 TO DECEMBER 2002

Increased business for a Country Club golf course property by developing a new image campaign, to showcase the facility and amenities to markets beyond their traditional customer base. Worked closely with two photographers, a copywriter, and the printer to ensure final output was satisfactory to the client.

PRO BONO
**START ON THE STREET
FESTIVAL COMMITTEE**
WORCESTER, MA

MARKETING COORDINATOR + WEB DESIGNER | JUNE 2002 TO NOVEMBER 2004

Helped develop the initial grass-roots movement for an emerging annual street festival which eventually became a yearly cultural event in the City of Worcester. This role included development and production of all marketing materials, development and maintenance of a website and e-mail lists, creation and distribution of press releases.

EDUCATION
**MASSACHUSETTS
COLLEGE OF ART**
BOSTON, MA

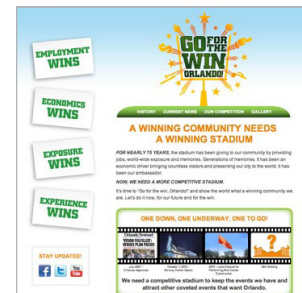
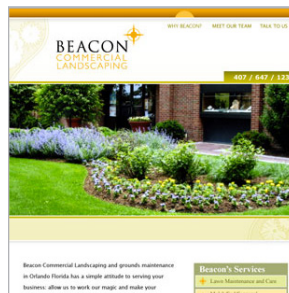
BACHELOR'S OF FINE ARTS IN ILLUSTRATION | 1993 TO 1998

Graduated with honors and received the department's Foundation Auction Award.

TECHNOLOGY

Proficiencies: InDesign, Photoshop, Illustrator, Dreamweaver, CSS/HTML, Fireworks, Microsoft Word, Microsoft Excel, Acrobat

Working Knowledge: Wordpress, jQuery, PHP



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