

Allison F. Milmoe

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SELECTED FREELANCE DESIGN CLIENTS (Oct 05–present)

- **Mother Jones:** Editorial design of national bi-monthly magazine.
- **Old Navy:** Design projects included direct mail postcards, 10-foot-long recruiting banner, invitation for pre-opening sale, newspaper ad, holiday promo coupons, TV billboard.
- **Banana Republic:** Design of holiday catalogs for sales associates, internal newsletters, and training manuals.
- **Satellite Design:** Design of The North Face Spring '08 footwear catalog.
- **Fagan Welles:** Designed seasonal direct mail piece for Nestlé Foodservices.
- **Parents Magazine:** Contributed to '05 redesign of this category leader and best-selling Meredith title; returned for six month assignment to cover for deputy art director.
- **American Express Custom Solutions:** Design and photo research for upscale publications, newsletters, and brochures.
- **Shostak Studios:** Designed second issue of *Contribute*, a philanthropy magazine; and *World*, a tabloid-sized newsletter distributed to 17,000 McGraw-Hill employees.
- **Family Circle:** Three-month assignment at veteran women's-interest title; assisted on '06 redesign which saw 9% jump in ad sales six months after its debut.
- **The Danbury Mint:** Series of ten ads for world-leader of fine collectibles; one product became the top-seller in their Davis & Towne line.
- **Time Warner Publishing:** Design and art direction of book covers, three-DVD box set packaging, and mail-order continuity series.

STAFF EXPERIENCE

- **Art Director** **Golf Magazine Custom Publishing**
Time Inc.; New York, NY (Nov 00–Sep 05). Designed and produced custom projects—five stand-alone publications and 25 special advertising sections for *Golf Magazine* per year—ranging from 100,000 to 1.9 million in circulation. The *2005 U.S. Open Magazine* sold 300% more than the previous year and was the third most widely-circulated golf publication.
- **Art Director, Assistant Art Director** **Senior Golfer Magazine**
Time4 Media, a division of Time Inc. (Jun 98–Nov 00). Promoted to art director after 18 months. Full redesign of feature well and departments. Art directed and designed features covering profiles, fashion, travel, new products, and lifestyle. Created new logo with Hoefler & Frere-Jones Type Foundry.
- **Production Manager/Designer** **Healthy Living Magazine**
Hearst Magazines; New York, NY (Jun 95–Nov 96; Jan 98–May 98). Brought in by executive editor to reorganize and maximize workflow. Consistently met production deadlines during my tenure. Designed monthly department pages.
- **Editorial Production Associate/Designer** **Country Living Magazine**
Hearst Magazines (Jun 94–Nov 96). Earned promotion after 12 months. Sustained magazine's 100% on-time-to-press success rate. Designed monthly departments. Trafficked art for front- and back-of-book; approved color.

EDUCATION

- **Skidmore College**, Saratoga Springs, NY. Bachelor of Arts, 1993.
Graduated *magna cum laude* with departmental honors.

SPECIAL SKILLS

- Over 13 years of experience in magazine publishing
- Design of editorial, direct marketing, advertising, and presentation materials
- Commission photography and illustration from expansive database of talent
- Conceptualize, supervise, and style photo shoots in studio and on location
- Manage teams of designers, photographers, photo editors, stylists, and pre-press
- Establish and meet tight budgets and deadlines
- Extensive production background, including color-correcting, 4C web offset and on-site press okays
- 13 years of experience with Quark, Photoshop, and Illustrator; InDesign, InCopy, QPS, Filemaker, Excel.

AWARDS AND HONORS

- First Place for Best Feature Design, *Folio Awards*, 2007.
- Society of Publication Designers, Merit Award, 2006.
- 56th Annual Show, Art Directors Club of Metropolitan Washington, 2005.
- American Graphic Design Awards, 2005, 2004, 2003.
- Photo assignment featured on Workbook.com's "Inspiration" page, May 2005.
- Portfolios.com Award Show winner, 2004.
- The Society of Illustrators of Los Angeles, 2003.
- Featured in *Colossal Design: 379 Inspiring Designs with Stories Behind the Concepts*, 2003.
- *HOW Magazine International Design Annual*, 2001.