

ELSIE ALDAHONDO

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EDUCATION

**C.U.N.Y. B.A. PROGRAM FOR
INDIVIDUALIZED STUDY**
Bachelor of Science Multimedia
and Graphic Design

HONORS

**N.A.B.J. EXCELLENCE IN
JOURNALISM AWARD,**
The Network Journal
Editorial Team - 2008

THE SEEK HONORS AWARD,
New York City Tech - 2004

**THE ART DIRECTORS SCHOLARSHIP
FOUNDATION AWARD - 2003**

**HELENA RUBENSTEIN FOUNDATION
SCHOLARSHIP AWARD - 2002 to 2004**

SKILLS

SOFTWARE

- ▶ Adobe CS4 Suite
- ▶ Adobe Lightroom
- ▶ Extensis Quark
- ▶ CopyEdit
- ▶ Microsoft Office
- ▶ Basic html
- ▶ Basic Flash

MISCELLANEOUS

- ▶ Photo Restoration and Retouching
- ▶ Photography
- ▶ Bilingual (fluent in Spanish)
- ▶ Excellent organizational and multi-tasking skills
- ▶ Quick Learner

EXPERIENCE

HAYMARKET MEDIA – DIRECT MARKETING NEWS – ART DIRECTOR

2010 to 2011 – Work closely with the editorial team while managing publishing and promotional design for a monthly publication, within tight deadlines.

- ▶ Managed, and developed magazine layout, cover design, special issues, and promotional materials for the print edition, the website and other media channels, within the established design standards of the brand
- ▶ Produced special supplements and ancillary brand extensions
- ▶ Oversaw weekly meetings with managers, editorial and production staff.
- ▶ Commissioned photography and illustrations within budget restrictions

INK PUBLISHING – DESIGNER

2009 to 2010 – Created two in-flight magazines simultaneously, under direct supervision of an art director.

- ▶ Conceptualized and designed entire issue of EnViva magazine for VivaAerobus
- ▶ Designed front-of-book and business features for Airtran’s Go magazine
- ▶ Commissioned photography and illustrations within budget specifications
- ▶ Handled production for both magazines
- ▶ Pitched story ideas for both magazines

THE NETWORK JOURNAL – ART DIRECTOR

2005 to 2008 – Managed all design aspects of an independently owned, monthllysmall business publication.

- ▶ Conceptualized and designed entire 64-page magazine, including all covers
- ▶ Commissioned photography and illustrations
- ▶ Executed concepts for photo shoots, including those for cover shots
- ▶ Managed production of studio shoots
- ▶ Retouched main images for the magazine, including cover and feature images

URBAN LATINO MAGAZINE – DESIGNER

2004 to 2005 – Produced a monthly 80-page magazine for an independently owned lifestyle publication.

- ▶ Worked with the creative director on a redesign focused on appealing a wider demographic
- ▶ Conceptualized and executed ideas for features
- ▶ Finalized production through PDFing and pre-flighting pages

FREELANCE

VELLUM MAGAZINE – ART DIRECTOR

2011 – Present – Redesign the magazine

SPEAK RECORDINGS – DESIGNER

2006 to Present – Create identity program and record labels for a small music production company

REAL ESTATE ARTS - DESIGNER

2011 – Design “look and feels” for client base

L’ORÉAL MATRIX – PRESENTATION DESIGNER

2008 – Developed presentations and reference materials for the brand’s worldwide educational conference

CADWALADER, WICKERSHAM & TAFT – DESIGNER

2008 – Developed layout and various creative materials for large law firm

BLOOMINGDALES - DESIGNER

2008 – Worked on various cover layouts for the latest catalogue