

Lori Reeves

Art Production Specialist

1017 Jefferson Street, Apartment 211 • Hoboken, NJ 07030 • 917.304.7570 • Lori@LoriReeves.com

Profile

Talented Art Production Specialist with more than 15 years of experience in advertising, catalogs, signage, packaging and product. Strong background in project management with proven success in training, communication and scheduling in fast-paced marketing environments. Solid understanding of design concepts and interpreting existing design and brand guidelines for application to new files, as well as building from rough concepts to final print-ready files.

Experience

Art Production and Project Manager

Dec 07 - Present

Freelance

Clients include: Polo Ralph Lauren; The Food Network; David Monn, LLC; Riva Events, LLC; Field & Stream

- Managed art production for Chaps Home and American Living projects
- Implemented designs for over 100 American Living and Chaps Home packaging files, including dinnerware sets, mugs, accent plates, flatware, glassware, and home decor items
- Drove client communication to obtain all elements necessary for successful project buildouts
- Maintained production schedule to meet client's deadlines
- Applied and adapted designs for Food Network DVD files to fit slipcase packaging
- Designed dessert box and exit ticket for The Plaza's Reopening Grand Celebration event

Assistant Production Manager

May 02 - Dec 07

Martha Stewart Living Omnimedia, New York, NY

- Organized production of catalogs, sales materials, merchandise displays, signage and press kits for launches of Martha Stewart Signature Furniture and Flooring categories
- Trained and supervised Production Associates and freelance staff
- Partnered with Production Manager and Project Managers to forecast workload demands and timetables
- Collaborated with Copy and Art Departments to meet specific design needs
- Implemented and adapted designs for packaging, signage and collateral of Martha Stewart Everyday brand categories
- Interpreted brand guidelines in the creation of new collateral and signage for Martha Stewart Home Decorating brand

Senior Production Associate

Mar 01 - May 02

Martha Stewart Living Omnimedia, New York, NY

- Spearheaded art production of packaging, signage and press kit for the 2002 launch of the Martha Stewart Everyday Holiday brand involving application of seven different design styles to packaging dielines for over 100 new products
- Produced packaging, signage and collateral for Martha Stewart Everyday Housewares brand

Design Production Specialist

Mar 99 - Mar 01

Vertis, Las Colinas, TX and Harrison, NJ

- Designed, art directed and produced preprints for Lechters and Costless retail chains
- Conceptualized and produced catalogs, mailers, folder and photo album covers for National Spirit Group

Mac Production

Oct 97 - Mar 99

Vertis, Irving, TX

- Produced baseball, football and hockey trading card sets for Pinnacle Brands involving extensive Photoshop and Illustrator design work to build from client concept to final print-ready files

Skills

InDesign Illustrator Photoshop Acrobat QuarkXPress Microsoft Office

Education

Master of Education in Multimedia, University of South Alabama, Mobile, Alabama
Bachelor of Arts in Commercial Art, Brenau University, Gainesville, Georgia