

ADRIENNE WEISS
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HOSTOS COMMUNITY COLLEGE, THE CITY UNIVERSITY OF NEW YORK

Responsible for design of marketing and publications such as brochures, signs, posters, consistent branding of all college design. Trouble shooting with different departments in how best to reach the student population and with what media and for which events and programs. Working closely with web site technicians.

THE NEW YORK BOTANICAL GARDEN (2001-04)

Responsible for design and production of publicity materials, signage, brochures, catalogs, and branded retail products. Working closely with editors, vendors for products, buyers, and other graphic designers to keep The New York Botanical Garden brand consistent. Picture editing from The LuEsther T. Mertz Library, rare botanical manuscripts collection for design projects. Art direction of photography for various print and online projects. Managing budgets. Design of NYBG "Shop in the Garden" web site.

JOHN WILEY AND SONS PUBLISHERS: (1993-2000)

Responsible for the design, art direction and production of over 150 books and journal designs; including trade and academic materials. Overseeing and hiring freelancers and in-house designers. Liaison with marketing managers, manufacturing, and editors and publicity department. Copious photo research. Managing budgets.

FREELANCE

Publicity materials, brochures, posters, web sites:

Jewish Theological Seminary

The Orange Chicken Fine and Decorative Arts

CCG Meta Media

Cineric: A studio for the restoration and preservation of films

Weizmann Institute of Science

Books, Catalogs, Covers and Jackets:

George Braziller Publishers: Series of books on Italian Frescoes

Rider University Art Gallery, Lawrenceville, NJ

Holmes and Meier Publishers

SKILLS

Quark Xpress, In Design, Adobe Illustrator, Photoshop. All standard print and web production skills such as: Press checks, checking color against transparencies and original art, working with high resolution digital files. Overseeing and instructing freelancers and staff designers, administering budget and overall organizational tasks.

EDUCATION

BA, Immaculate Heart College, LA, CA

San Francisco Art Institute, SF, CA