

## Camille Motta

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### Summary and Qualifications:

Fourteen years professional graphic design and production experience for web and print. Highly creative solution maker. Detail oriented and deadline driven. Able to execute ideas and concepts efficiently, collaboratively or independently. Expertly skilled on the Macintosh operating system using Adobe Creative Suite. Expert level use of Illustrator, PhotoShop, InDesign, Acrobat, GoLive, Quark, Fetch, etc.

### Objective:

To find a full-time creative position or develop ongoing, consistent freelance relationships.

### Education:

Bachelor of Science, Studio Art,  
State University of New York,  
College at Oneonta  
Oneonta, New York  
1992

Associates Degree, Applied Art,  
Advertising Design,  
Fashion Institute of Technology  
New York City, New York  
1993

### Interests:

Successful design, art, photography, music, reading, publishing, skiing, tennis, non-profit board director, community choir member.

### Accomplishments:

Featured artist in gallery shows in New York City, San Francisco & Oakland. Curator, organizer and promoter of art and music shows in San Francisco & Oakland.

### Full-Time Freelance Experience:

Tiffany & Company, Senior Computer Artist 1998 — Present  
Created print advertising mechanicals for the markets of the Americas, Asia-Pacific and Europe including magazine, newspaper, outdoor advertising, catalogs, public relations and business gift materials. Generated materials for print vendors around the world in multiple languages according to brand and campaign guidelines.

Bath and Body Works, Production Consultant 2010 — 2011  
Created packaging mechanicals of label art for products ranging from hand soaps and gels to lip glosses. Layout re-design for the French Canadian market meeting regulatory requirements. Copy editing and proofing. Color and materials proofing.

World Wrestling Entertainment, Production Artist 2010  
Created mechanicals from key art for full size color and black and white ads, lobby posters, ticket art and DVD packaging. Web banner ad production for global release in multiple languages. Photo retouching.

Signature Wines, Graphic Designer and Production Artist 2008 — 2009  
Sole production and design assistant to the Creative Director. Executed concepts for various marketing materials and promotional items. Custom wine label design and web implementation. Created packaging, monthly newsletters, recipe cards and e-newsletters for several wine clubs including photo editing and typography responsibilities. Generated print and web assets.

Stone Yamashita Partners, Production Artist 2007  
Hands on production of custom conference materials including handouts, binders and books. Photo documentation of print materials in the conference setting. Original design and creation of presentation graphics. Scanning, photo editing and retouching.

Tajima Creative, Senior Production Artist 2005  
Production and design of marketing materials for print and web. Brochures, custom packaging, print inserts and web graphic design. PDF creation for interactive review with Marketing Directors.

Williams-Sonoma 2004  
Packaging design and production, including composites and mock-ups for the 2005 Outdoor Collection. Prepared mechanicals for tags, labels and packaging.

Benefit Cosmetics 2004  
Design and production of catalogs, cosmetics packaging and labels. Preparation of promotional art and press releases for print. Composite construction.

The Body Shop 2004  
Design, production and editing of marketing materials and employee training manuals.

Gump's San Francisco 2004  
Page layout of twenty-plus catalog clearance pages in a 1 week deadline. Coordination of assets, photographic and typographic editing. Release of final materials to print.

Old Navy 2003  
Design and production of packaging, hang tags, window and POP posters including mechanical paste-up. Creation of marketing materials for an annual conference, including agendas, maps and printed promotional pieces.

Publicis Dialog 1999 — 2002  
Citron Haligman Bedecarré 1999 — 2001  
Senior Production Artist at both of these award winning advertising agencies. Created mechanicals for national advertising campaigns, billboards, car wraps, packaging, brochures and direct mail items. Designed presentations and marketing materials for web and direct mail. PDF creation, preflighting and press check responsibilities.

The American Academy of Ophthalmology 1999 — 2001  
Designed with a team of 2 other designers and was sole production artist for 19 brochures, 4 booklets, compact disk and video cover art for the Patient Education department. Translated print materials into PDF format in several languages for website.

### Full-Time Experience:

Creative Director, O2 Marketing + Design, Inc. 2005 — 2006  
Operated art department for sales staff of 7 people independently. Designed and prepared logo art for use on promotional products. Conception and digital preparation of marketing materials for all internal projects and campaigns. E-newsletter creation. Designed original art and logos for a large variety of uses.

Senior Graphic Designer, Bold Type, Inc. 1998 — 1999  
Various newspaper and magazine illustration, advertising and editorial design. Weekly maintenance and design of web editorial content and advertising. Creation of web graphics, animations and advertising.

Senior Designer and Project Coordinator, Miller Tomback Corporation 1997 — 1998  
Sole designer for sales staff of 8. Prepared logo art for use on promotional products. Researched color, placement, and printing techniques for a wide variety of media. Project Coordinator for President of company and 3 other salesmen. Managed catalog programs and the traffic of goods. Prepared invoices.