

ANNE SCATTO

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EMPLOYMENT ART DIRECTOR/DESIGNER *Pixel Press, Brooklyn, NY*

Owner of this small graphic design company specializing in quality print projects. Design book interiors, book jackets, specialty products, magazines, catalogs, brochures, business identity and promotional packages as off-site or in-house designer to provide, for example, series templates, composed pages, charts, illustrations, scanning and image adjustment tasks (including retouching), mechanicals of all kinds, delivery of press-ready files, as well as art direction, training, project management, or consultation by contract. Position also requires data archiving, equipment purchasing, technical support for workstations, and intensive training of interns. *Recent clients include:* Marshall Cavendish; Simon & Schuster; Harry Abrams; Scholastic, Inc; Random House; Holiday House.

DESIGN DIRECTOR *Interior Book Design, Macmillan Publishing Company, New York, NY*

Provided art direction, design, and administration for all adult trade imprints. Worked closely with each imprint's publishers, editors, production managers, division executives, and supervised two design staff assistants for yearly publication list of about 150 products that varied greatly from simple text to illustrated calendars, gardening books, cookbooks, and complex special projects. Assigned titles amongst staff and freelance personnel; developed creative concepts, directed designers and illustrators; approved all designs, proofs, progs, binding materials; liaised between manufacturing and editorial departments; trained staff in practical strategies and efficient use of Macintosh platform and software as well as proper techniques for construction of multi-page documents (incl. word processing codes, templates, style sheets, and text-flow management) during company's transition to desktop publishing; supervised both electronic and traditional production methods. Administrative duties included staff evaluations, scheduling/traffic, contracts, budgets, monthly financial- and project-status reports. Member of Electronic Text Management policy development core committee.

SENIOR BOOK DESIGNER *Pantheon Books, New York, NY*

Designed interiors for the Pantheon imprint of Random House, Inc. Responsible for designing and refining all stages of 20–30 titles per year, for new manuscripts and offset editions. Additional requirements included executing dummies, rendering illustration art, overseeing freelancers, and attending production meetings.

BOOK DESIGNER *Beth Tondreau Design, New York, NY*

Designed trade book interiors and jackets/covers, assembled presentations, dummies, comps, and mechanicals, for a variety of publishing clients within small studio environment using traditional methods and tools.

BOOK DESIGNER *Curriculum Concepts, Inc., New York, NY*

Designed interior of 4-color, first grade level basal reading program component of larger series in contract position. Tasks included researching and contracting illustrators, providing detailed art specifications, creating preliminary sketches, negotiating fees within an assigned budget, and completion of precise stripping dummy. Evaluation and approval of final materials from illustrators, separator, compositor, and printer was also required.

BOOK DESIGNER *Levavi & Levavi, Inc., Design and Production, New York, NY*

Executed all aspects of book and promotional design projects in small design studio. Assignments included trade and college book interior and jacket design, direct mail media, corporate identity materials, and illustrations.

EDUCATION Sarah Lawrence College, Bronxville, NY

BA received in 4 years; Focus: Art History and Studio Arts

School of the Museum of Fine Arts, Boston, MA

Painting in Italy (watercolor) course; 1 month in duration, 5 credits received

SKILLS Primary software programs are QuarkXPress (user since 1989), Photoshop, Illustrator, Word, Acrobat, InDesign; working knowledge of most other Macintosh applications and utilities. Very strong sense of color, typography, marketing objectives. Editorial illustration [including information graphics] and photo-retouching. Familiar with copyediting and printer's symbols. Excellent writing and communication skills, active listener, logical and analytical thinker. Able to work independently or in team; can take direction, execute other people's concepts, work creatively within established branding.