

experience

CREATIVE DIRECTOR, OWNER pnormandesigns

Clients include: *Bite* magazine; Penguin Random House, F+W Media; Lark Books/Sterling Press; Casual Astronaut; Farran Media; National Bank of Arizona; *Edible Phoenix* magazine; PB+J Creative; McMurryTMG; Interweave; Republic Media; Arizona Foundation for Women.

ART DIRECTOR McMurryTMG (Phoenix, Arizona)

Design and redesign of multiple print and digital publications. Designed Powerpoint presentations and websites. Extensive typography and color research. Organized and art directed photoshoots. Worked with content managers, client-services team, editors and clients (clients included: UPS, University of Utah Healthcare, Aon).

ART DIRECTOR Interweave/F+W Media (Loveland, Colorado)

Responsible for overall design of craft books (10+ titles yearly). Organized and art directed photoshoots. Hired talent: stylists, photographers and illustrators. Worked with a team of senior designers and production designer.

ART DIRECTOR, MAGAZINES Republic Media (Phoenix, Arizona)

Designed and launched a monthly lifestyle publication, *AZ magazine*. Completed comprehensive cover-to-cover redesign of *Arizona Woman* magazine. Organized and art directed photoshoots. Hired talent,; stylists, photographers and illustrators. Managed publications through all stages of design and worked closely with other art directors and production team.

ART DIRECTOR *Presstime* magazine (Vienna, Virginia)

Designed monthly publication and yearly convention newspaper for the Newspaper Association of America. Hired photographers/illustrators, worked with pre-press vendors/printer and attended press inspections. Managed graphic designer/production designer.

ART DIRECTOR *Sculpture* magazine (Washington, DC)

Redesigned monthly association magazine and collateral for the International Sculpture Center. Worked with pre-press vendors, printer, editorial and advertising production team.

ART DIRECTOR *Landscape Architecture* magazine (Washington, DC)

Designed monthly association publication for the American Society of Landscape Architecture. Organized and art directed photoshoots. Hired photographers/illustrators, worked with pre-press vendors/printer and attended press inspections. Managed graphic designer and production designer.

awards

2015 *Bite* magazine: Best of Phoenix Awards, Best Local Food Publication | *Bite* magazine: Folio, Ozzy Awards, Finalist, digital magazine | *Elevate AZ*: Phoenix Ad Club [Addys], Bronze, print magazine category | **2014** *Elevate AZ*: Phoenix Ad Club [Addys], Gold, print magazine category | *Elevate AZ*: Midas Awards, Silver | *Elevate AZ*: Service Industry Awards, Gold, print magazine category | **2013** *Op-Art Socks*: Bronze, Publishers West, craft book category | **2011** *Fresh Quilting*: Publishers West, Bronze, craft book category | *The Artful Bird*: American Library Journals, 2011 Top 10 Craft books | **2009** *Boutique Knits*: Publishers West, Silver, craft book category | 2006 *Presstime* magazine: American Graphic Design Awards, print publication category | **2005** *TECHcapital* magazine: Post-Newsweek Editorial Awards, best cover design.