

# Hello.



I'm Pamela Norman. I design books, magazines, print collateral, digital, identity, packaging, infographics, websites, presentations and—well—pretty much anything I can get my hands on.

## **CREATIVE DIRECTOR** pnormandesigns [01.97–present]

Clients include: *Bite* magazine; *Penguin Random House*; Casual Astronaut; *F+W Media*; Farran Media; National Bank of Arizona; *Lark Books/Sterling Press*; *Edible Phoenix* magazine; PB+J Creative; *McMurryTMG*; Republic Media; *Interweave*; Arizona Foundation for Women. Designed/redesigned 75+ books and 15+ magazines.

## **ART DIRECTOR** McMurryTMG [03.12 – 05.14]

Worked on design and redesigns of multiple print and digital publications at Phoenix, Arizona content, publishing and marketing firm. 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, BOOKS** Interweave/F+W Media [12.07–05.09]

Responsible for overall design of craft books Responsible for overall design of craft books (*10+ titles yearly*) at Colorado-based publishing house. Created original designs for *Stitch* and *KnitWear* magazines. Organized and art directed photoshoots. Hired stylists, photographers and illustrators. Worked with a team of senior designers and production designer.

## **ART DIRECTOR, MAGAZINES** Republic Media [11.06–11.07]

*Designed and launched a monthly lifestyle publication*, AZ magazine at newspaper and media company in Phoenix, Arizona. Completed comprehensive cover-to-cover redesign of *Arizona Woman* magazine. Organized and art directed photoshoots. Hired 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 [09.03–06.06]

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

## **ART DIRECTOR** Sculpture magazine [01.96–03.97]

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

## **ART DIRECTOR** Landscape Architecture magazine [09.94–01.96]

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

### SKILLS

Adobe Indesign, Photoshop, Acrobat, Illustrator, Bridge, After Effects

Microsoft Word, Powerpoint, Excel

Apple Keynote, Pages, Google Slides

Project management workspaces; Google, Dropbox

Project management workspaces; Google, Dropbox, Wix, Squarespace

Art direction, photoshoots, color and type research, light video editing

### HOBBIES

Collage, birdwatching, old radio drama, historical research, typography, vintage comics and pigeons (I like pigeons).

### PORTFOLIO/CONTACT

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