

pamela norman

EXPERIENCE

Creative director—pnormandesigns

Lead creative projects for diverse clients, including *Bite* magazine, F+W Media/Penguin Random House, Casual Astronaut, Farran Media, RogueHer Consulting, National Bank of Arizona, Lark Books/Sterling Press, American Society of Home Inspectors, *Edible Phoenix* magazine, PB+J Creative, McMurryTMG, Republic Media, Interweave, and Arizona Foundation for Women.

Art director—Owen Design Company

Richmond, Virginia. Design studio. Designed for local and international clients include print and digital, logos, illustration, presentations, photo-editing, stock image research, large format, and production design.

Art director—McMurryTMG

Phoenix, Arizona. Content and marketing agency. Spearheaded the designs of multiple print and digital publications; crafted engaging presentations and websites; coordinated and directed photoshoots; collaborated closely with content managers, client-services team, editors, and clients, including UPS, Aon, and University of Utah Healthcare.

Art director: Books—Interweave/F+W Media

Loveland, Colorado. Responsible for the design of craft books, 10+ titles per year; original designs for *Stitch* and *Knit.Wear* magazines; coordinated and directed photoshoots; hired/directed stylists, photographers, and illustrators.

Art director: Magazines—Republic Media

Phoenix, Arizona. Newspaper and media company. Initiated and executed the successful launch of *AZ* magazine, a monthly lifestyle publication; completed a complete redesign of *Arizona Woman* magazine; led and directed photoshoots; assembled and managed a team of stylists, photographers, and illustrators; managed publications from conception to completion.

Art director—Presstime magazine

Metro Washington DC. Newspaper Association of America. Designed monthly print publication and daily convention newspaper. Hired photographers, illustrators, worked with pre-press vendors/printers, and attended press inspections. Managed graphic designer/production designer.

Art director *Sculpture* magazine

Washington, DC. International Sculpture Center. Redesigned and produced monthly print magazine and collateral. Worked with pre-press vendors, printer, editorial, and production team.

Assistant art director + art director *Landscape Architecture Magazine*

Washington, DC. American Society of Landscape Architects. Designed monthly print publication and collateral. Organized and art-directed photoshoots. Hired photographers, illustrators, worked with pre-press vendors/printers, and attended press inspections.

SKILLS

Adobe Creative Cloud, Microsoft/Mac/Google applications; Constant Contact, Mail Chimp, Campaign Monitor; Adobe Express, Canva; Squarespace, Wix, WordPress; Slack, Monday, Dropbox, Redbooth; Kindle Create/eBooks; Art direction, photoshoots; color and typography research; stock art research and curation; HTML, interactive PDFs, and GIFs; Designed and redesigned 75+ books and 20+ magazines.

FUN

Hiking, old radio drama, historical research, geology, typography, collage, vintage magazines and comics, and pigeons (Yes, I like pigeons).