

pamela norman

SKILLS

Adobe Creative Cloud
Microsoft/Mac/Google
applications

Constant Contact,
Mail Chimp

Adobe Express, Canva
Squarespace, Wix,
WordPress

Slack, Monday,
Dropbox, etc.

Kindle Create/eBooks
Art direction,
photoshoots

color and typography,
stock art research
and curation

HTML, CSS, interactive
PDFs, and GIFs

EDUCATION

B.A. English
Communications,
University of Virginia,
College at Wise

EXPERIENCE

Creative Director

Pnormandesigns January 1997, Present

Lead creative projects for diverse clients, including *Bite* magazine, F+W Media/Penguin Random House, Casual Astronaut, Farran Media, 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; conceptualized and executed redesigns for 75+ books and 15+ magazines.

Art Director

McMurryTMG March 2012, May 2014

Spearheaded the design and revamp of multiple print and digital publications at a Phoenix-based content, publishing, and marketing firm; crafted engaging Powerpoint presentations and websites; orchestrated and directed photoshoots; collaborated closely with content managers, client-services team, editors, and clients, including UPS, University of Utah Healthcare, and Aon.

Art Director

Books, Interweave/F+W Media, December 2007 – May 2009

Responsible for the comprehensive design of craft books, averaging 10+ titles per year, at a Colorado-based publishing house; innovated the design direction for *Stitch* and *Knit.Wear* magazines; coordinated and directed photoshoots; recruited and managed stylists, photographers, and illustrators; collaborated with a team of senior designers and production designer.

Art Director

Magazines, Republic Media, November 2006 – November 2007

Initiated and executed the successful launch of *AZ* magazine, a monthly lifestyle publication at a Phoenix newspaper and media company; completed a comprehensive redesign of *Arizona Woman* magazine; led and directed photoshoots; assembled and managed a team of stylists, photographers, and illustrators; managed publications throughout all design stages, working closely with other art directors and the production team.

Art Director

Presstime magazine, September 2003 – June 2006

Designed a monthly publication and a daily convention newspaper for the Newspaper Association of America in Vienna, Virginia; contracted photographers and illustrators; oversaw pre-press vendors and printers; attended press inspections; managed a graphic designer and production designer.



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