

pamela norman



in
Bē

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.

fun

Hiking, collage, old
radio drama, historical
research, geology,
typography, vintage
comics, and I really
like pigeons.

contract art director/designer

pnormandesigns

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

Owen Design Company

Work with a team of designers at a Richmond, Virginia-based agency. Daily projects for local and international clients include print and digital design, logos, production design, illustration, photo-editing, and large format/banner design.

art director

McMurryTMG

Spearheaded the design and revamp of multiple print and digital publications at a Phoenix-based content, publishing, and marketing firm; crafted engaging 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

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 stylists, photographers, and illustrators; collaborated with a team of senior designers and production designer.

art director—magazines

Republic Media

Initiated and executed the successful launch of *AZ* magazine, a monthly lifestyle publication at a Phoenix newspaper and media company; completed a complete 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

Newspaper Association of America/Presstime magazine

Designed monthly publication and daily convention newspaper for association in Vienna, Virginia. Hired photographers, illustrators, worked with pre-press vendors/printers, and attended press inspections. Managed graphic designer/production designer.

art director

International Sculpture Center/Sculpture magazine

Redesigned monthly association magazine and collateral for an association in Washington, DC. Worked with pre-press vendors, printer, editorial, and production team.

assistant art director + art director

American Society of Landscape Architects/Landscape Architecture magazine

Designed monthly association publication for association in Washington, DC. Organized and art-directed photoshoots. Hired photographers, illustrators, worked with pre-press vendors/printers, and attended press inspections. Managed graphic designer, and production designer.