



Nicole Sankowski

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Software/Services

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Quark XPress, Dreamweaver, CSS Edit, Wordpress, Joomla!/Virtuemart, SEO, Social Marketing, Keyword Research, CSS, HTML

Education/Awards

BA in Graphic Design/English/Women's Studies from Clark University (Worcester, MA)

- Graduated Magna Cum Laude in 1988; Editor of The Scarlet, the student newspaper of CU
- Staff Designer and Writer (1986-1989) for Business Worcester Magazine, circ. 75,000
- Winner Ed Press Award, 2001

Experience

Freelance Designer, January 2002–PRESENT

Currently do website design/development, primarily in Wordpress, out of own studio. Also specialize in publishing, both book publishing and magazines/newspapers including prototype design and implementation of book design (interiors and covers) on an ongoing basis for Quarasan, Inc., Scott-Foresman AddisWesley, Scholastic, and McGraw-Hill. Other print work includes magazine and print layouts for General Learning Communications (Northbrook, IL) and Shaker Advertising (Oak Park, IL).

GENERAL LEARNING COMMUNICATIONS, July 1998–January 2002

ART DIRECTOR for custom magazine publishing company. Half of job included managing a team of four designers to create 6 monthly educational magazines distributed through the schools and owned by The Weekly Reader Corporation. Collaborated with a team of editors and art buyers to create the award-winning magazines from concept to final computer-to-plate output. Other half of job consisted of creating and executing quarterly magazines and marketing materials for various health clients, including national healthcare facilities and organizations. In addition, I created many of GLC's marketing and identity materials, coordinated in purchasing departmental materials such as fonts and software updates, and assisted in hiring new designers for the department. I also conceptualized and created (including wrote) a children's publication and coordinating e-zine (Open Up and Say Ahhh!) that won an Ed Press Award in 2001 and generated well over \$200K in sales for GLC.

TEXTSTYLES, INC., July 1992–1998

DESIGNER with full-service graphic design/editorial studio with personal specialties ranging from computer/photo retouching, corporate identity material, informational brochures, two-dimensional animation, and typesetting. Other services included Macintosh hardware and software consulting, training in QuarkXPress, Illustrator, and Photoshop, and writing/editing/proofreading. Clients have included NTC/Contemporary Books, Houghton-Mifflin/McDougal-Littel, The Shedd Aquarium, AllState Insurance, The NutraSweet Company, Kraft, Inc., Ann Sather Restaurants, Montgomery Ward, The Bradford Exchange, Ligature, Inc., and Learning Resources.

SYSTAT INC., July 1990–July 1992

CREATIVE DIRECTOR and TECHNICAL WRITER for statistical software development company (Evanston, IL). Was responsible for all advertising and marketing material, both b/w and international 4-C ads in MacUser and MacWorld magazines, marketing brochures, and product price listing sheets. Was hired as Technical Writer but originated internal creative department (saving Systat over \$100k/year that had been budgeted for out-of-house design services; sales rose 17% the first year after design went internal). As Technical Writer was part of two-person team responsible for instructional manuals teaching Systat for Macintosh, PC, VAX, Unix, and Next Computers.