



Grace Hall *Graphic Designer* 512 415 5870 grace@gracehalldesign.com www.gracehalldesign.com

Skills

Proficient in Quark and any version of Adobe CS Design Standard products (InDesign, Illustrator, and Photoshop), in any version of the Macintosh OS. Working knowledge of most other graphics applications and Windows.

Working knowledge of photography. Research, composition, art direction, and post-production.

Working knowledge of print production. Printing processes, bindery, pricing, and timeline management.

Working knowledge of HTML, Adobe Dreamweaver, and Adobe Flash.

Education

*Bachelor of Fine Arts 5.03
Communication Design
Virginia Commonwealth University
Richmond, VA
Magna Cum Laude*

Honors / Awards

*PRINT Regional Design Annual, 2008
Wellbeing packaging collection,
Jimmyjane.*

Professional Experience

Freelance Graphic Designer 10.05 – 3.07, 7.08 – present

Grace Hall Design Co. Richmond, VA / San Francisco, CA / Austin, TX
Capabilities include branding, advertising, package, publication, and web design.

Partial Client List: Austin Bat Cave, Barclays Global Investors, Chris McCray Designs, Hamilton Beach / Proctor-Silex Inc, Hoopla Marketing, IDEO, Jimmyjane, Pie Advertising, Property Results, *Richmond Guide*, *Virginia Living*.

Graphic Designer 3.07 – 7.08

Jimmyjane San Francisco, CA

Worked as part of an in-house team to design and produce packaging, collateral, marketing materials (print and web-based), event materials, and trade show graphics for a consumer product design firm specializing in sexual luxuries.

Partial Collaborator / Retail Partner List: All Purpose, An Earnest Cut & Sew, CITIZEN : Citizen, Fred Segal, Kabaret's Prophecy, Nordstrom, RedEnvelope, Selfridges, The Sharper Image, W Hotels.

Graphic Designer 3 – 10.05

Elevation Richmond, VA

Designed and produced collateral for a local branding and advertising agency.

Partial Client List: Lewis Ginter Botanical Garden, Performance Food Group, Quiznos, Richmond Symphony, State Fair of Virginia, Troutman Sanders LLP, Virginia State Golf Association.

Associate Art Director 1.04 – 3.05

Powerpact, LLC Richmond, VA

Worked as part of a team to concept and execute strategies in print for a national advertising and promotions agency.

Partial Client List: AIPC, Brown-Forman, Capital One, Diageo, General Mills, Toyota, Volvo, Wyeth, YUM!

Graphic Designer 8.02 – 1.03

Design Center, VCU Richmond, VA

Handled concept, design, and production of collateral for two local nonprofit organizations as part of coursework for VCU.

Clients: State Council of Higher Education for Virginia, Richmond Human Resources Management Association.

Intern 5 – 9.02

RoKa, Inc. Richmond, VA

Assisted with in-house design, research, and self-promotional pieces for a marketing design firm; facilitated the development of the company's website.