

# CHARICE SILVERMAN

GRAPHIC DESIGNER AND ILLUSTRATOR

1309 Dorchester Rd  
Brooklyn, NY 11226

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[www.silvergirlarts.com](http://www.silvergirlarts.com)

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## HIGHLIGHTS

12+ years text design/layout/production experience  
Illustrator and exhibited artist  
Excellent written and oral communication skills

Client-focused, creative, and takes initiative  
Highly organized  
Supervisory experience

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## SELECTED FREELANCE EMPLOYMENT

### GRAPHIC DESIGNER

6/08–present, Scholastic Trade Group, New York, New York.

- Design unique and varied “trading” cards for the books and card packs of *the 39 Clues*, a worldwide bestseller
- Design online content connected to the cards as well as content based upon a comprehensive brand guide such as banners, newsletters, touts, and ads
- Conceptualize 39 clues content with editorial staff
- Seek out and art direct illustrators for both online and print components
- Select photos and work with photo editors
- Deliver final files to manufacturing; handle proofs at all stages

### GRAPHIC DESIGNER

5/08–8/08, Scholastic AfterSchool, New York, New York.

- Redesign professional development materials for afterschool learning program
- Create a general template that can be implemented for any Scholastic book teacher uses as a learning model
- Design with special consideration given to the afterschool educators’ often lack of classroom experience

### GRAPHIC DESIGNER

6/06–4/08, Creative Curriculum Initiatives, New York, New York.

- Design unique reading selections within 15,000-page Houghton Mifflin reading program
- Select photos, illustrate icons and spot art
- Layout art-heavy textbooks in both InDesign and Quark
- Create illustrations for mathematics supplements

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## EDUCATION

- MFA, School of Visual Arts, New York, NY, May 2007
- BA cum laude in Art, Minor in Graphic Communications, 1998, San Francisco State University
- Semester abroad studying design, 1997, Brunel University, London, England

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## FULL-TIME EMPLOYMENT

### SENIOR PRODUCTION COORDINATOR

4/02–8/05, Key Curriculum Press (a Springer Company), Emeryville, California

- Design and layout book interiors
- Coordinate and oversee printing, composition and design of math textbooks and ancillaries
- Manage vendor relationships

### ART AND PRODUCTION DIRECTOR

9/00–7/01, *Prague Business Journal*, Prague, Czech Republic

- Design and lay-out weekly newspaper spreads
- Oversee all production and design output of company: Weekly newspaper, monthly and bi-monthly magazines, quarterly books and marketing collateral
- Manage 5 designers and interim freelancers
- Produce and manage department budget

### SENIOR CATALOG PRODUCTION ARTIST

8/98–2/00, Butterfields Auctioneers (an eBay company), San Francisco, California

- Lay-out and prepare for press 4-color catalogues (50-200 pages, about 25 per year)
- Design original advertisements and direct mail pieces
- Oversee production and staff and maintain production schedule
- Manage all printer/paper orders

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## TECHNICAL SKILLS

- Macintosh and PC platform proficiency
- Software expertise: Latest versions of Adobe InDesign, Quark, Photoshop and Illustrator, Adobe Acrobat, Microsoft Office suite, Extensis Suitcase and Linotype Font Explorer, and FileMaker Pro. Experience in Flash 8, HTML coding, Dreamweaver
- Created personal website using Adobe suite and Dreamweaver
- Proficiency in XMath and InMath typesetting.
- Expertise in writing and following traditional type specifications in picas and points and preparing templates
- Detailed knowledge of digital and offset printing technicalities