

JUDY ROSS COMMUNICATION DESIGN

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SUMMARY

I'm an art director with many years of professional experience working on a wide variety of projects. I've successfully worked on consumer marketing campaigns, advertising, book and magazine editorial, B2B communication, logos, online marketing, and much more.

I believe that design has to do more than just look good: it needs to make a connection with the target audience. And every engaging concept deserves to be executed on time, on spec, and within budget.

Every project requires collaboration, and I'm adept at working with clients, other creatives, and vendors both remotely and on-site. I've worked as part of an in-house ad group and as a freelancer with ad agencies and business clients.

I look forward to the opportunity to work with you soon!

"Judy is a top-notch art director and designer who consistently brings new ideas and creative solutions to any project. Judy truly seeks to understand the goals of a project, and delivers results-oriented and innovative design to each project."

—Lori Magilton,
Marketing Manager, Rodale Inc.

SKILLS

Art direction, advertising design, editorial design, print design for a wide range of formats, web design, email design. Highly proficient with InDesign, Photoshop, Illustrator, Acrobat, Mac OSX, MS Word.

EXPERIENCE

5/99–present **Principal, Judy Ross Communication Design**
Maintained a freelance design business concurrently with a full-time position at Rodale. Current clients include Galvanized, Penske, Pubworx, and Money Map Press.

5/05–12/15 **Art Director, Rodale Inc. Corporate Creative Department.** Designed and provided art direction on direct marketing materials for books and magazines, advertising, editorial supplements, and calendars

12/99–5/05 **Associate Art Director Rodale Inc. Corporate Creative Department.** Designed direct marketing materials for books and magazines, advertising, editorial supplements, and calendars

2/93–5/99 **Associate Art Director Rodale, Inc. Creative Premiums Team** Designed editorial supplements, calendars, and products that were given to customers as an incentive to buy books or subscribe to magazines

9/91–2/93 **Freelance Graphic Designer** Various Lehigh Valley, PA ad agencies

6/82–1/84 **Freelance Graphic Designer** Various Syracuse, NY ad agencies

7/80–6/82 **Assistant Art Director** Beacon Publishing, Acton, MA

9/78–7/80 **Graphic Designer** The Word Factory, Wilton, CT

AWARDS

8/16 **2016 GDUSA Inhouse Design Awards**

8/09 **Lehigh Vally Ad Club Addy Award winner**

EDUCATION

5/78 **Bachelor of Fine Arts Cum Laude in Illustration, Syracuse University**