

# sid bodalia

graphic design

450 Wayne Street Apt 5 ■ Jersey City, New Jersey 07306 ■ 201.680.8194 ■ sid0420@mac.com

## Education & Honors:

### Maryland Institute College of Art; BFA Graphic Design & Painting

Christopher J. Overholser '65 Scholarship in Graphic Design

Seymour Mandelbaum Merit Award: \$4,000

D'Anna Summer Abroad: The Greek Islands Award: \$5,000

## Experience:

### Gabriel Media Group

*Full-time* Baltimore, MD

February 1, 2007 –

March 14, 2008

### Senior Designer for Savant Marketing

- Plan, analyze, and create visual solutions for consumer communication development.
- Design promotional displays, packaging graphics, and marketing brochures for products and services.
- Create distinctive brand identity, develop signs and signage systems.
- Produce web construction, multimedia video presentations and visual production on business collateral; such as business cards, letterheads, brochures and novelty spin-offs.
- Develop the overall layout and production design of magazines, newspapers, journals, corporate reports, media/press kits and other publications under GMG.

### Gabriel's The Magazine

*Full-time* Baltimore, MD

July 25th, 2006 – Nov. 1, 2007

### Senior Designer

- Developed format of Gabriel's The Magazine, a Baltimore/DC-based lifestyle publication relaunched in September 2006 with a circulation of 25,000.
- Build the visual direction, layout, design and production of the magazine; select fonts, color palettes, creating templates for editorial/advertising pages.
- Managing and supervising designers and freelancers; and directing illustrators and photographers on photoshoots.
- Collaborate with the editorial department to brainstorm and concept stories, both editorially and creatively.

### Flavor Magazine

*Full-time* Baltimore, MD

May 5th, 2006 –

November 28, 2006

### Senior Designer

- Developed identity and format of Flavor Magazine, a Baltimore-based skate, bike, and horror publication launched in June 2006 with a circulation of 25,000.
- Select fonts, color palettes, creating templates for the entire magazine and designing magazine's editorial/advertising pages as well as prepress and production.

### Fairchild Publications Inc.,

*Part-time* New York, NY

June 1st – August 19th, 2005

### Designer for Business 2 Business: Advertising/Marketing Department

B2B Marketing Department publishes 5 trade magazines.

DNR (Daily News Record), HFN (Home Furnishing News), FN (Footwear News), SN (Supermarket News), and Infurniture.

- Collaborate with a team of 2 art directors, 1 managing and creative director and a copywriter.
- Design house ads, client ads, advertorials, developing sell sheets and/or redesigns, photo research, promotional mock ups and provided additional support needed for the 5 publications.
- Create output, high-res PDFs and collect files to be sent to clients, printers, and archived into jobs database.

## Areas of Specialty and Skills:

Art Direction and Concept Development (for Design as well as Photoshoots/Stylists), marketing communications, promotions, editorial, corporate identity, branding, annual reports, posters, advertising, project management, and client presentations.