

Russell Lord

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Mission

To affect progressive change in the visual environment through forward thinking design strategies, conceptual clarity, better integration, stringent production standards, diligence, and efficiency—in short, to do great work.

Skill Set

Mastery: Adobe InDesign, Illustrator, Photoshop, Acrobat Professional
Competence: Quark X-Press, Dreamweaver, Microsoft Office suite, AutoCAD
Heritage: Hand illustration, storyboarding, mechanical drafting, photography, retouching, technical and descriptive writing

Employment

Outside Magazine · Art Director · Chicago · 2007-2010 [current]

Advertising design for print-based programs reaching 675,000+ subscribers
Design of multi-platform, custom-content campaigns, for national ad clients
Design of corporate brand collateral [media kit, presentations, web, and trade shows]
Design of national sales materials for advance marketing of editorial content
Creation of graphic resource library for 6 regional and 6 affiliate sales offices
Front-end web design and detailed storyboards for motion graphics
Pre-press operation and soft proofing of in-book content

DLK Civic Design · Print Designer · Chicago · 2005-2007

Complete publication design for public and private-sector clients
Advertising and collateral design for in-house marketing
Brand package for DLK Civic Design identity [English and Chinese language]
Print + web-based portfolio including harmonized file structure for 300+ projects
Creation & implementation of graphic standards for office of 30+ architects

Douglas Reid Fogelson Photography · Production Manager · Chicago · 2003-2004

Advertising and promotional design/production
Network administration, Mac and PC technical support
Photo archive, flash and HTML web site maintenance
Photo retouching for print, press, and internet

Aestetica · Merchandising Manager/Design Assistant · Chicago · 2002

Director of visual merchandising for retail showroom
Co-development of soft lines for Aveda salons corporate apparel
Photography and copy writing for on-line store

Urban Outfitters · Housewares Team Leader · Chicago, Madison · 2001, 1997-1998

Visual merchandising of housewares department
In-store display design and construction
Management of departmental staff

Education

University of Wisconsin · Madison · 1996-2000

Bachelor of Arts in Art History

Relevant Coursework: Two-dimensional Design, Video Production,
History of Media, Honors Sociology Pro Seminar, Fourth Semester German