

Design + Creative Direction

May 2008–PRESENT GabyHeit Creative Direction + Management

Art/Photo Director, Graphic Designer: Clients include *La Cucina Italiana*, *Interior Design*, *Life & Style*, *Weight Watchers Magazine*, Merrill Lynch, Northstar Travel Media, John Wiley & Sons, Stellar Group, Letter 7 Brand Communications, Old City District, Saché Boutiques, Flutter Sales, and various fine artists.

July 2006–April 2008 Bauer Publishing, Englewood Cliffs, NJ.

Art Director of Special Projects: Early stages of development, design and identity of a weekly news publication.

Deputy Art Director, First for Women: Maintained signature style and department work flow of leading women's consumer magazine while rebuilding and improving templates and style sheets. Designed features, some photo retouching and silhouetting. Prepared finals for production. Assumed responsibilities of the Creative Director in his absence.

March 2000–July 2006 Earnshaw Publications, New York, NY.

Creative Director: Complete redesign of two national fashion magazines including brand identities for a cleaner, contemporary "high fashion" look. Designed covers, fashion wells, features, advertorials and special supplements. Conceptualized, planned and executed monthly fashion photo shoots, and coordinated all talent, props, locations, transportation and budgets. Managed production schedule and contact with pre-press and printer. Supervised art director and freelancers. Conceptualized and produced annual fashion shows.

Art Director: Editorial design of all departments, news and fashion features of two monthly fashion magazines. Conceptualized, art directed and styled fashion and still-life photo shoots. Hired several photographers and illustrators for every issue. Photo editing, photo research, advertising design and trend reporting. Assisted production of several fashion shows.

September 1998–February 2000 BKB Publications, New York, NY.

Art Director: Independent editorial design of three quarterly small business trade magazines and one directory including conceptual covers, and advertising design. Hired all illustrators and photographers. Led direction of magazine progress through all stages of production, including dummy. Trafficked all ad material.

November 1996–August 1998 Magazine Publications, New York, NY.

Assistant Art Director, Art + Auction: Directed and conducted all photo research, permissions and contracts for reproduction rights and fees, ordering art, sourcing and photo/art editing. Layout design and typesetting for all departments. Maintained and updated image libraries and archives. Photographed prominent New York gallery owners.

Designer, I.D. (International Design): Front of book layout design and typesetting. Ordered artwork, scanned images, labeled and shipped art. Product sourcing and captioning.

Teaching

September 2014–PRESENT Adjunct Professor, Rutgers University, Camden, NJ. *History of Design.*

January 2012–April 2012 Adjunct Professor, Philadelphia University, Philadelphia, PA. *Design as Communication.*

July 2011–September 2011 Instructor, Moore College of Art & Design, Philadelphia, PA. *Design for Print with InDesign.*

September 2010–December 2010 Instructor, University of the Arts, Philadelphia, PA. *Visual Communications Studio.*

Education + Honors

Pratt Institute, New York, NY.

M.S. in Communications Design

Brandeis University, Waltham, MA.

Graduated Cum Laude with B.A.
Anthropology/Journalism

Computer Skills: InDesign, Photoshop,

Illustrator, Dreamweaver, QuarkXPress,
Microsoft Word, Social Media, Mac and
PC platforms

Board Membership

AIGA Philadelphia

Recipient of Bronze TABPI Award

Earnshaw's April 2006

Portfolio

www.gabyheit.com

Press Links

www.gabyheit.com/links

Fine Art Management + Promotion

April 2012–PRESENT AIGA Philadelphia, Philadelphia, PA.

SPACE Director: Opened AIGA (American Institute of Graphic Arts) Philadelphia SPACE and resource center. Schedule, curate and install AIGA Philadelphia's monthly exhibits and host opening receptions and programs at the gallery space. Conduct SPACE correspondence, press relations, community outreach, operations, contracts and sales. Find collaboration and partnership opportunities. Supervise gallery manager and volunteers. Participate in monthly Board meetings, the Annual Fundraiser Gala Committee and the National Leadership Retreat.

February 2014–July 2015 Da Vinci Art Alliance, Philadelphia, PA.

Executive Director: On-site management and maintenance of monthly exhibitions, gallery logistics, special events, studio spaces and building. Plan programming, membership and fundraising initiatives with the Board of Directors. Write prospectuses, press releases, email blasts and social media posts for exhibitions, events, news and public interest. Strengthen media relationships, and gain press coverage regularly. Find collaboration and partnership opportunities. Conduct all correspondence and market the organization to the arts community, individual artists, special interest, prospective members and public. Maintain the organization's contracts, membership database and growing mailing lists. Help maintain accounts payable and receivable alongside the Treasurer. Supervise three interns.

May 2011–February 2012 Prelude Gallery, Philadelphia, PA.

Director: Started Prelude Gallery, a store-front gallery space showcasing student and new-graduate emerging fine artists. Solicited artwork and curated shows. Represented artists for exhibitions, competitions, social events and sales. Designed email blasts, printed materials and wrote press releases. Designed brand identity. Directed all programming, promotion, social media, marketing and correspondence. Maintained growing mailing and media lists.

Curator:

Get Out The Vote, Democratic National Convention, Creative Philadelphia's Art in City Hall, Painted Bride Art Center, July–Aug 2016.

Out Of Frame, Philly Tech Week, online exhibition, April 2016. **MathThematic**, DesignPhiladelphia, Esther Klein Gallery, PA, Oct–Nov 2015.

Something Cool, Annual Members Exhibition, Da Vinci Art Alliance, PA, July 2015.

Graphic + Novel, AIGA Philadelphia SPACE, PA, May 2015. **Bridge to Korea**, International House Philadelphia, PA, April–June 2015.

PageMaker, AIGA Philadelphia SPACE, PA, March 2015. **'scapes & 'scopes**, Da Vinci Art Alliance, PA, March 2015.

Open Lens, Da Vinci Art Alliance, PA, February 2015. **Unexpected Finds**, CRUXspace, PA, November 2014.

Color and Form in MEDIUM, Jed Williams Gallery, PA, July 2014. **ANIMATE**, Philly Tech Week, AIGA Philadelphia SPACE, PA, April 2014.

Discover Design @ Le Méridien, DesignPhiladelphia, Le Méridien Philadelphia, PA, Sept–Oct 2013.

Cellular/Molecular, Philadelphia Science Festival, Esther Klein Gallery, PA, April–June 2013.

Kaleidoscopes, Plainview–Old Bethpage Library, NY, March 2013; Half Hollow Hills Library, NY, May 2012; Race Street Cafe, PA, July 2011.

Message & Medium: the interplay of type and art, AIGA Philadelphia SPACE, PA, June 2012; PhilaMOCA, PA, March 2012.

Five Senses, One Community, PhilaMOCA, PA, May 2012. **My Philadelphia**, Prelude Gallery, PA, December 2011.

Branches, PhilaMOCA, PA, July 2011.

Additional regular exhibitions at Le Méridien Philadelphia, AIGA Philadelphia SPACE and Prelude Gallery.

Volunteer + Additional Experience

ASMP (American Society of Media Photographers), Philadelphia, PA: Portfolio Reviewer, 2015, 2016

DesignPhiladelphia, Philadelphia, PA: Member of the Kickoff Event Committee, 2014, representing AIGA

Preservation Alliance for Greater Philadelphia, Philadelphia, PA: Various assistance to the Director of Membership and Development

Society for the Preservation of Landmarks, Philadelphia, PA: General administrative assistance

Center for Emerging Visual Artists, Philadelphia, PA: Annual benefit, installation and various site-specific assistance

Side Arts, Philadelphia, PA: Member of the Development Panel, 2010

Municipal Arts Society, New York, NY: Historical walking tour assistance and photography

Historic Districts Council, New York, NY: Photographed buildings in Manhattan neighborhoods for historic registration

Friends of the High Line, New York, NY: Participated in the Greeter Program and community events