

Design + Creative Direction

May 2008–present GabyHeit Creative Direction + Management

Art/Photo Director, Graphic Designer: Clients include Weight Watchers, John Wiley & Sons, Stellar Group, Northstar Travel Media, Merrill Lynch, Letter 7 Brand Communications, Saché Boutiques, and various fine artists.

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 and sales. Find partnership opportunities. Participate in monthly Board meetings, and the 2013 National Leadership Retreat.

January 2012–April 2012 Philadelphia University, Philadelphia, PA.

Adjunct Professor: *Design as Communication.*

July 2011–September 2011 Moore College of Art & Design, Philadelphia, PA.

Instructor: *Design for Print with InDesign.*

September 2010–December 2010 University of the Arts, Philadelphia, PA.

Instructor: *Visual Communications Studio.*

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

Creative 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 logo. Directed all programming, promotion, social media, marketing and correspondence. Maintained growing mailing and media lists.

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 department work flow and signature style 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/Symphony Publishing, 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.

March 1995–October 1996 Fairchild Publications, New York, NY.

Assistant Editor: Conducted all photo research, requests for reproduction rights, photo and art editing, sourcing and development of inclusive figures and tables for two major textbooks. Assisted in all stages of textbook production and promotional copyediting.

Education + Honors

Pratt Institute, New York, NY.

M.S. in Communications Design

Brandeis University, Waltham, MA.

Graduated Cum Laude with B.A.

Computer Skills: InDesign, Photoshop,

Illustrator, QuarkXPress, Dreamweaver,

Microsoft Word, Mac and PC platforms

Board Membership

AIGA Philadelphia

Recipient of Bronze TABPI Award

Earnshaw's April 2006 Cover

Portfolio

www.gabyheit.com