



CHERYL **PHILLIPS DESIGN**

AREAS OF EXPERTISE

- Conceptual design and production in print. Skilled in project development and management from inception to completion. Significant experience with problem solving and the development of new business. Recently expanding services to include web design.
- Graphic, Editorial, and Advertising Design
- Corporate Identity
- Project Management — developing efficient systems for smooth operation of projects to maintain budgets
- Art Direction — identification, selection and management of photographers and illustrators

PRODUCT CATEGORIES

Website Design
Corporate Identity
Newspaper and Magazine Ads
Magazine Design
Annual Reports
Book Design
Newsletters
Conference & Event Planning Collateral
Promotional Materials

AWARDS

Best of Show PGCA — 172 pg. Keepsake Book- Life & Work of A Long Island Photographer
Best of Category PGCA — Computer Xpressions Corporate Brochure
Judges Award PGCA — Colortone 2001 Planner
Award of Excellence — Letterhead Package-Computer Xpressions
Award of Excellence — Computer Xpressions-Holiday Card

EXPERIENCE

CHERYL PHILLIPS DESIGN Queenstown, MD
President/Owner

Clients include private corporations, associations, & non-profit organizations such as

Chesapeake Bay Environmental Center (CBEC)
Gary Smith Builders, Inc.

WHBG, Inc
O'Donnell Properties
John Calhoun– Hope Matters
United Business Media (UBMi Princeton)
International Council of Cruise Lines (ICCL)
AIA Chesapeake Bay Chapter (AIACBC)
United States Department of Health & Human Resources (USHHR)
National Crime Prevention Council (NCPC)
National Association for Wholesaler Retailers (NAW)
Association for Small Business Development Centers (ASBDC)
Product Liability Advisory Council (PLAC)
Cruise Industry Charitable Foundation (CICF)
Washington Jesuit Academy (WJA)

MVBMS New York City, NY

Art Director 1995-1999

Freelance studio position that turned into staff. Assisted Creative Directors with TV commercial presentations. Appointed manager for all print ads and materials for Philips Electronics of North America. At that time it was the agency's second largest account with MCI being their first.

Foote, Cone & Belding Advertising New York City, NY

Designer 1994-1995

Freelance studio position in the studio assisting Creative Directors with presentations for TV commercials. Accounts such as Phillips Morris & Miller.

J. Walter Thompson New York City, NY

Design and Production 1993-1994

Freelance studio position in the studio assisting Creative Directors with TV commercial presentations. Also did mechanicals for print ads for magazines and newspapers. The real transition to computer graphics had started. I was the first and only one in the studio who had any working knowledge on the MAC. Had already purchased the MAC II which was the true beginning of industry acceptance of the computer.

Hearst Corporation New York City, NY

Art Director

American Druggist Magazine 1986-1988

Re-designed one of Hearst's trade magazines with a New York consulting firm. Established a new look, stable of artists and photographers.

Goldman Sachs New York City, NY

Designer 1985-1986

Freelance studio position to design and prepare artwork for slides and graphs used for corporate presentations. Conceptual design and production of the first annual report for InProp, a new real estate division for Goldman Sachs.

Hill & Knowlton New York City, NY

Design/Production 1983-1985

Freelance studio position to coordinate the production of several annual reports including layout, comps, and mechanicals. Designed various presskit materials and newsletters

Graphic Concern New York City, NY

Art Director 1982-1983

Designed educational textbooks K-6. Hired and supervised illustrators. Implemented and maintained project budgets. Supervised and coordinated the entire production of books.

Xerox Educational Publications Honesdale, PA

Art Director 1981-1982

Conceptual design of entire teenage magazine called SuperMag.
Directed illustrators and production.

Highlights For Children Honesdale, PA

Assistant Art Director 1978-1981

Designed educational handbooks. Produced layouts for monthly magazine.