

DANA MENDELSON

CONTACT

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mendydraws.com

EDUCATION

2005-2009 Pratt Institute

BFA Communications Design

Brooklyn, NY

SKILLS

Proficient with Adobe Creative Suite: Photoshop CC, InDesign CC, Illustrator CC, Dreamweaver CC, After Effects CC

Proficient with both Mac and PC platforms

Experienced working with Oxygen, HTML, and CSS

Knowledgeable of all Microsoft Office Suite programs

Scribing and implementing workflow documentation, how-to's, and best practices

Proven ability to lead instructional trainings and head meetings

Excellent technical drawing and handlettering abilities

Skilled in paper crafts, handmade books, pop-ups, and clay models

Cooperative, eager, and fast-learning

SEPT. 2015 – PRESENT: SENIOR DESIGNER, CREATIVE MARKETING SERVICES, PENGUIN RANDOM HOUSE

Promoted to Senior Designer October 2019; promoted to Designer July 2018

- Conceptualizing and designing print/digital promotional and advertising materials across the Putnam, Dutton, and Berkley imprints (including Plume, ACE/DAW, and Blue Rider Press) for both Marketing, Sales, and Publicity teams within Penguin Random House.
- Overseeing art direction of marketing materials for Tiny Reparations Books, Plume, and DAW titles with junior staff.
- Creating high performance print and digital ads, social media images, animations, ecards, sell sheets, author website assets, infographics, postcards, bookmarks, galley covers, enamel pins, tote bags, and temporary tattoos.
- Developed design templates and best practices for Marketers and held design training sessions for non-designers.
- Vetted candidate applications and portfolios, participated in round two candidate interviews and design tests, successfully added new talent to a growing department.

LEAD DESIGNER ON BESTSELLING CAMPAIGNS INCLUDING: Delia Owens, Nick Offerman, John Green, Hank Green, Phoebe Robinson, Chanel Cleeton, Steven Rowley, Grady Hendrix, Frank Herbert, Christine Feehan, Clive Cussler, Kristan Higgins, Jim Butcher.

JUNE 2009 – PRESENT: ILLUSTRATOR & DESIGNER, MENDYDRAWS.COM

My freelance work includes book cover design, wedding invitations, save-the-dates, menus, digital and traditional illustration, and hand-lettering.

CLIENTS INCLUDE: Penguin Random House, HarperCollins Publishers, Meghan Stevenson Books, Fabled Films, International Council of Shopping Centers (ICSC)/Shopping Centers Today, the BookWish Foundation, private commissions.

JUNE 2014 – SEPT. 2015: DIGITAL WORKFLOW DESIGN ASSOCIATE, PENGUIN RANDOM HOUSE

- Providing individual and group support and training to interior design teams throughout the company. Helping interior designers best typeset for ebook conversion and maintaining clean and organized files.
- Documenting and implementing best practices for designing book interiors and maintaining digital files per the individual needs of each Random House imprint.
- Collaborating with the eBook Development and Production teams to streamline print to eBook workflow, as well as to best utilize eBook conversion software.

JUNE 2010 – APRIL 2014: ELECTRONIC TEXT MANAGEMENT DESIGN ASSISTANT, HARPERCOLLINS

- Typesetting book interiors, implementing editorial corrections, maintaining pagination, layouts and creating Ebooks and Egalleys for print titles.
- Designing, re-formatting, and typesetting the front and back covers of all large print titles of the HarperLuxe imprint.
- Archiving all completed files to the digital asset management system.
- Coordinating with outside departments, vendors, and freelancers in order to maintain production schedules.