Sandra Salamony

Traverse City, Michigan
231-632-6635
sandra@sandrasalamony.com
portfolio: sandrasalamony.com

skills

- art direction / photo styling / collaboration
- publication design
- expert Adobe Creative Suite user
- magazine and logo redesign
- departmental personnel and budget management
- illustration

education

- Northern Naturalist certification at Northwestern Michigan College, completing coursework including Birding by Ear, Regional Geology, Foraging for Food and Medicine, and Water Conservation
- Master's level coursework in arts management, Boston University
- Courses in publication design, writing, and software: New England School of Art & Design, Mass. College of Art
- Courses in Jewish literature, Irish literature, and astronomy: Harvard Extension School
- BA in Interdisciplinary Humanities (music, English, business), Michigan State University

PROFESSIONAL

Creative Director *SPIRITUALITY & HEALTH* MAGAZINE, REMOTE

2010 TO PRESENT (GOOD HARBOR MEDIA 2019–PRESENT, SPIRITUALITY & HEALTH MEDIA 2012–2019, FREELANCE 2010–2012)

- commission artists and photographers, negotiate licensing agreements, and hire/direct freelance design as needed
- research contemporary artists to license existing artwork for inclusion in editorial content, a feature that is regularly and heavily complimented in reader surveys
- develop in-house illustrations, icons, and lettering
- designed the annual SIP *The Soul/Body Connection* (now defunct) which had a 75% sell-through in the first year
- selected to curate the first They Draw and Cook illustration challenge ("Eat the Rainbow"), which resulted in hundreds of submissions, subsequent art licensing, and commissions
- finalist along with *Food & Wine, People,* and *Travel+Leisure* magazines for Media Industry News's best single issue design award for March/April 2013 issue
- increased social media engagement by creating graphics and other visual programs for Facebook and Instagram
- design and produce media kits and sales sheets for the advertising department, in addition to preflight of all ads for the issues

Freelance Editorial Design and Writing REMOTE

OCTOBER 2006 TO PRESENT

- cover and interior design for books and magazines, including image research, photographic art direction, illustration commission, magazine redesign, and template and style guide creation
- specialize in cookbooks, architecture, fine crafts, health and spirituality, astronomy, music, and other lifestyle, art, and hobbyist non-fiction topics
- curator, author, or coauthor of many books, including *1000 Ideas for Decorating Cupcakes, Cookies & Cakes*
- clients include Think Social, Scientific American, Sky Publishing Corporation, MBI books, Quarry Books, Pearson Education, The Taunton Press, and others

Art Director *PRIMITIVE QUILTS AND PROJECTS* MAGAZINE, REMOTE

NOVEMBER 2019 TO JULY 2023 (GOOD HARBOR MEDIA)

- redesigned magazine to become more user-friendly and engaging, receiving many compliments from founders and readers
- location scouting and on-site photo styling, arranging backdrops to complement the primitive/folk art style of the project designs
- create quick scrap projects included in photography for additional reader content and points of entry
- manage freelance designers and photographer, keeping work flowing consistently over production period
- color correction of studio and location photography to ensure continuity

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Creative Director SKY PUBLISHING CORPORATION. CAMBRIDGE, MA

DECEMBER 1996 TO OCTOBER 2006
(ART DIRECTOR 1996–2000, CREATIVE DIRECTOR 2000–2006)

- creative director for multi-media publishing company, supervising in-house graphic designers, illustrators, and photographers in the production of *Sky & Telescope* magazine and other newsstand publications, as well as astronomy books, products, and marketing materials, ensuring all deadlines were met
- commissioned editorial illustration, photography, and infographics, successfully staying on departmental budget
- in addition to hands-on design of magazine covers, features, and books, responsible for art directing and approving all Sky Publishing publications for stylistic consistency
- editor/curator of *Beautiful Universe 2004-2007*, Sky's annual pictorial newsstand publication, earning a silver Ozzie Folio Award for the design of *Beautiful Universe 2004*
- elected to Sky's Board of Directors for two years, guiding the direction of the media company
- in 2006 Asteroid 12780 was renamed Asteroid Salamony for my "working to bring the science and hobby of astronomy to the general public"

Publications Director NEW ENGLAND CONSERVATORY OF MUSIC, BOSTON, MA

MARCH 1995 TO DECEMBER 1996 (CAMPUS GRAPHIC DESIGNER 1995,
PUBLICATIONS DIRECTOR 1995–1996)

- hired as Graphic Designer responsible for the design of all publications of the Office of External Affairs, including college view books, alumni magazines, invitations, brochures, and special event collateral materials, and eventually became the first designer to be named Publications Director
- hired and supervised the Campus Writer
- won Gold CASE (Council for Advancement and Support of Education) award for special event invitation design for the Jordan Hall Restoration Celebration
- conceptualized, organized, and designed special "Day in the Life of NEC" issue of *Notes*, the college alumni magazine

Graphic Designer CLASSIC WINE IMPORTS, BOSTON, MA

AUGUST 1989 TO DECEMBER 1994

- supported wine salespeople with custom graphic design for restaurants and wine shops, ensuring that they had wine lists, wine dinner programs, table tents, point of sales materials, and newsletters provided in a beautiful and timely manner
- developed creative ways to customize wine lists with multi-toner printer and art papers
- learned wine varietals and wine-producing regions, participated in tastings and wine dinners, attended food and wine special events, and met visiting vintners

WRITING / FINE CRAFT DESIGN

Author or Coauthor

- *1000 Artists' Books* (with Peter and Donna Thomas), Quarry Books, June 2012
- *1000 Ideas for Decorating Cupcakes, Cookies & Cakes* (with Gina M. Brown), Quarry, 2010
- *1000 Artisan Textiles* (with Gina M. Brown), Quarry Books, 2010
- *1000 Jewelry Inspirations*, Quarry Books, 2008
- *Outdoor Decorating* (with Taylor, Driscoll and Greer), Rockport Publishers, 2003
- *A Gardener's Craft Companion* (with Maryellen Driscoll), Rockport Publishers, 2002
- *Hand Lettering for Crafts,* Rockport Publishers, 2001
- *The Crafter's Project Book* (with Mary Ann Hall), Rockport Publishers, 2000

Selected Published Art and Crafts

- *100 Ideas for Stationary, Cards, and Invitations* by Laura McFadden
- *Decorating Kids' Rooms and Family-Friendly Spaces* by Kasabian and Santiesteban
- *Blooming Rooms: Decorating with Flowers and Floral Motifs* by Llewellyn and Lester
- *Collage for the Soul* by Harrison and Grasdal
- *Photo Crafts Sourcebook: Projects and Ideas for Making Photos Fun* by Klein and McRee
- *Lampshades & Lighting: The Project and Decorative Sourcebook*
- *Country Living's Handmade Frames*
- Many issues of *Handcraft Illustrated* magazine including Fall 1999 cover project (Boston Common Press)