

TAYLOR NUSBLATT

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Professional Experience

Promotion Art Designer

Town&Country, New York, NY August 2013- present

- Manage art freelancers; manage project schedules and work directly with clients and vendors to produce print and digital projects within deadlines
- Develop the compelling design of custom packaging and premiums and all event collateral (invitations, signage, trend cards, counter cards, etc)
- Work closely with advertisers on the design of in-book promotional pages and ads
- Collaborate with sales and marketing teams to conceptualize new revenue-generating brand initiatives and promotions (custom content, presentations, eblasts, sell sheets, etc)

Freelance Tablet Designer

Cosmopolitan, New York, NY April 2013- August 2013

- Worked directly with the tablet art director on the design and interactivity of layouts
- Maintained shipping deadlines by helping to place images and text in final layouts

Freelance Tablet Designer

People StyleWatch, New York, NY June 2012-April 2013

- Was responsible for conceptualizing design and interactivity of tablet layouts
- Selected additional content for tablet and worked with fashion team on final approval
- Collaborated with team on branding and creating tablet design elements

Designer

Shape Magazine, New York, NY July 2011-June 2012

- Handled the design of front of book and back of book layouts, including featurettes
- Assisted design director and production department with image tracking and management to maintain shipping deadlines

Art Assistant

Parents and *American Baby*, New York, NY November 2009-July 2011

- Assisted with creative director's and photo director's expenses; managed creative director's calendar
- Consistently worked with the art team on the design of layouts for *Parents*; helped with the design and launch of the tablet issue
- Managed layout book and wall and assisted photo department with shoot planning and paperwork; worked with stylists to produce shoots for the *As They Grow* section
- Handled hiring and management of student interns for the department

Art Assistant

InStyle Weddings, New York, NY June 2008-November 2009

- Managed art director's monthly expenses and calendar and assisted in scheduling meetings and events
- Worked closely with the art director and helped with the design and layout of wedding issues and also assisted with makeover and monthly issues; assisted photo department with celebrity photo research
- Managed issue book for editor-in-chief and layout walls for both art director and staff; prepared approved layouts for imaging and production

Freelance Graphic Designer

Kaplan/Perrone Entertainment, New York, NY February-May 2009

- Independently responsible for design of entertainment pitch package and assisted with photo research

Freelance Graphic Designer

International Teaching and Learning Consortium, Detroit, MI

September 2008-January 2009

- Collaborated with the executive board on the content and redesign of the monthly journal and successfully translated ideas into a concrete design

Education

Bachelor of Arts, Journalism

Michigan State University, East Lansing, MI May 2008

Skills

- Skilled in Adobe InDesign, Illustrator and DPS; MS PowerPoint; WoodWing and K4
- Proficient in MS Excel and Adobe Photoshop