

Resume of Gayle Schadendorf

EDUCATION

Certificate of Achievement in Interior Design, June 2003
San Diego Mesa College, San Diego, California
Bachelor of Fine Arts, May 1986
University of South Dakota, Vermillion, South Dakota

By the Sea Design Group LLC, 1995 to present
Contributing Graphic Designer for over 100 *Better Homes and Gardens*® Special Interest Publications with Meredith Corporation (Des Moines, Iowa).

- Conceptualize and produce Plant Combos, Dream Deck & Patios, Real-Life Kitchens & Baths and Dream Bedrooms bookazines. Responsible for prototype design, font selection, final design and cover design. Work as a team with on-staff Art Director and publication editor from initial planning stage, through prototype phase, to final design and Pinup Presentation. Oversee color correcting for each image and approved all pages for printer.
- Design *Elegant Homes and Cottage Style* for 10 years, *Beautiful Kitchens & Baths* for 5 years and *Color Made Easy* for 3 years. Responsible for layout design of all pages, including any design or font refresh. Oversee color correcting for each image and approved all pages for printer.
- Design issues of *Deck, Patio & Outdoor Living*, *DIY*, *My Weight Loss*, *Decorating Ideas*, *Country French*, *Beautiful Interiors*, *Storage* magazine and many more Home Design and Garden publications over 20 years.

Contributing Graphic Designer for book and magazine projects with Houghton Mifflin Harcourt, John Wiley and Sons and Harris Publications.

- Conceptualize and produce *Kitchen & Bath Renovation Guide* (Houghton Mifflin Harcourt), *Fireplace Design & Decorating Ideas* (Houghton Mifflin Harcourt), *New Cottage Style* (John Wiley and Sons) and *French Country Style* (Harris Publications). Responsible for prototype design, font selection, final design, and in most cases logo and cover design.

Art Direction, Photo Styling and/or Project Design for over 40 *Better Homes and Gardens*® Special Interest Publications photo shoots, specializing in interiors.

- Renovation of a Minneapolis, MN condo kitchen for before & after story in *Kitchen+Bath Makeovers* Fall/Winter 2015.
- Prop styling and art direction of a master closet photo shoot for real-life strategies story in *Storage* Spring 2014.
- Transformation of a Coronado, CA cottage kitchen for *Real Life Kitchens+Baths* 2013. Prop styling and art direction of photo shoot.
- Coronado, CA cottage dining room and kitchen remodel, project design, prop styling and art direction of photo shoot for *100 Decorating Ideas* Under \$100 2010.

AWARDS

- Deborah L. Thomas Memorial Award for Outstanding Student Leader
Received scholarship to attend the 2004 ASID National Convention in Savannah, Georgia.
- ASID Newsletter of the Year Award
San Diego Mesa College Student Chapter of ASID newsletter *Focal Point* was chosen by ASID National as the 2002-2003 Newsletter of the Year.
- 2003 Interior Design Exhibit, San Diego Mesa College
1st Place: INTE 115 Lighting & Color custom fixture.
1st Place: INTE 105 Residential Design space plan and model.
3rd Place: INTE 130 Merchandising commercial and residential space plan, elevations and material specifications.
- 1995 Meredith Corporation Creative Excellence Award

ART DIRECTOR

Better Homes and Gardens® Craftways
April 1993 to November 1995

Meredith Corporation, Des Moines, Iowa

- Supervised photographic and design conceptualization for all interior and craft magazines and books produced by *Better Homes and Gardens*® Craftways.
- Other related responsibilities included; maintaining all Art department budgets and schedules, managed all separation, production and printing for all *Better Homes and Gardens*® Craftways publications. Managed Art Department personnel to ensure and maintain visual quality standards.

POSITIONS WITHIN MEREDITH CORPORATION

Better Homes and Gardens® Special Interest Publications
Meredith Corporation, Des Moines, Iowa

Associate Art Director, January 1991 to April 1993

Assistant Art Director, April 1990 to January 1991

Senior Graphic Designer, May 1989 to April 1990

Graphic Designer, September 1986 to May 1989

Graphic Design Internship, May 1985 to August 1985

SKILLS

- Highly organized, extremely motivated and very creative. Strong interpersonal communication skills.
- Trained and working knowledge of Macintosh electronic desktop publishing software including; Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Microsoft Word and Excel.

CONTACT

Gayle Schadendorf

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