

Netta

Rabin

dearnetta@gmail.com

613 18th St. apt. 2F
Brooklyn, NY 11218
914.715.8255

objective

An accomplished and highly motivated Graphic Designer seeks the opportunity to affect a unique and progressive approach to design work for a successful and dynamic organization.

Creative Strengths

Intuitive ability for selecting artists and photographers for their talent and applicability to the project; precise eye for color and fresh design sensibility; inventive approach to logo design, series line-looks, and packaging designs; perfect knowledge of InDesign, Illustrator, Photoshop and Quark.

Management Skills

Amply qualified in the supervision of projects; ability to balance multiple tasks at various stages of development; manages freelancers, artists, photographers and jr. designers; capable of re-flowing work to meet altered and tight deadlines.

Leadership Abilities

Enthusiastic team player with a direct and creatively enriching approach when managing others; strong interpersonal skills; encourages collaboration between editorial, design and production to create a cohesive product.

selected experience

Workman Publishing, New York, NY

February 2008-Present

As a Designer for this highly successful publishing house, worked on a diverse list of intensively designed titles.

- Created covers and interiors for children's books, adult books, gift and novelty formats, packaging and displays.
- Managed production, budgets, freelancers and illustrators.

Handprint Books/SmartInk Books, Brooklyn, NY

February 2007-February 2008

As Managing Editor and Designer for these two independent children's publishing houses, managed and designed all titles from conception and development to final shipment and marketing.

- Designed trade and mass market books for both new line development and through rejuvenating past titles with fresh graphic style for US and foreign markets.
- Created full seasonal catalogs for both Handprint and SmartInk lists and all sales materials, blads, and sell sheets for new titles.
- Coordinated production schedules, communicated with printers to ensure print quality and managed production.

Penguin Group (USA) Inc., New York, NY

May 2003-February 2007

As a Designer with this multinational publishing giant, provided art direction and design leadership for more than 50 publications a year, while collaborating with licensors, editors and publisher to commission new titles. Designed all cover and interior layouts for mass market children's books.

- Performed as the creative director for Eric Carle's move into mass market, creating a unique brand identity and line look which resulted in a first printing of over 350,000 copies and accounts taken by all major distributors nationwide.
- Devised an original approach to the Freak Out! series, part of Grosset & Dunlap's best selling All Aboard Readers, which was picked up by the Scholastic Book Club, selling approximately 600,000 copies.
- Rejuvenated a canceled paperback series through the creation of an updated logo, fresh color palette, and replacing illustrations with photographic elements.
- Spearheaded the creative development of three Nancy Drew titles to coincide with the movie release, one being The Lost Files of Nancy Drew, which reached the New York Times Children's Picture Book Bestsellers List.

Reader's Digest Association, Pleasantville, NY

January 2002-May 2003

Assistant to the Executive Director of Video Media at Reader's Digest, still the best-selling general magazine in the United States and reaching over 100 million people worldwide.

- Managed the video catalog, from product to placement and design layout
- Liaison with vendors regarding product purchase, pricing and contracts
- Researched and wrote copy for 36 page supplementary pamphlets to accompany media

educational background

Fashion Institute of Technology, NY, 2008, Packaging Design

School of Visual Arts, NY, 2006, Color Photography

Harvard Graduate School of Design, 2001, Intensive summer course in Landscape Architecture

Binghamton University, Binghamton, NY, Bachelor of Arts, summa cum laude, 2000

Double Major in: Comparative Literature and Fine Arts

Lorenzo de Medici University, Florence, Italy, Undergraduate study in Fine Arts and Graphic Design, 1997