



Annie Smidt

617.395.6705 || annie@stodgy.com

Skills

- Art direction, design, design and production management, copywriting, copyediting, photography. Print and web.
- InDesign, Photoshop, Illustrator, Dreamweaver, QuarkXPress, HTML et al.

Design Experience

Freelance Designer • January 1996-Present • work including:

- **Seltzer Design:** Art Director, Designer and Strategist || Art direction, branding, design, proposal writing, pitching, copywriting/editing, project management, style guide creation, photography, technology lead, production, press supervision. Work including: identity, naming and positioning, collateral, brochures, annuals, signage, exhibits, direct mail, packaging, presentations, and websites for a wide range b2b and b2c businesses and organizations.
- **North Shore Living magazine:** Art Director || Redesign of magazine, art direction, design of editorial, advertising, and marketing collateral, hiring and art directing photographers and designers, photo editing.
- **Partners in Health at Harvard Medical School:** Art Director || Art direction, design, illustration, production and print management of medical books and print/on-screen educational curriculum materials.
- **tfa/LeoBurnett:** Senior Designer || Logo, collateral, advertising, and Flash design for large technology client accounts.
- **Philip Johnson Associates:** Designer || Collaborative work developing advertising and collateral for major biotech corporations. Creation of client style guides and 3D scientific illustrations.
- **WGBH:** Junior Designer || Design and production work on press kits, collateral, books, videotape packaging, direct mail, signage and typography for broadcast television.
- **Other clients have included:** Ernst & Young LLP, Adams Design, Polese Clancey, DiBona, Bornstein & Random, Boston Language Institute, *Saltwater Sportsman* Harvard Business School, The Yankee Group, Gomèz Advisors, *Bay Windows*, North Castle Partners Advertising, Clarke Goward Advertising, State Street Global Advisors, State Street Bank, John Hancock Funds, et al.

Publications, Awards and Speaking

- **Work published in:** *1000 Graphic Elements: Details for Distinctive Design* by Wilson Harvey and *The Best of Business Card Design* by Loewy.
- **Awards:** Domtar Kudos Award. Best of New England (BoNE) Show award.
- **Speaking:** *Brand & Value*, Seltzer Breakfast Forum.

Education

- University of Toronto || BA in Fine Art History, 1995
- School of the Museum of Fine Arts || Design & Illustration
- Plus many supplemental courses, seminars and conferences in photography, writing and web technologies (MassArt, Ontario College of Design, et al.).