

savitadesign

Savita Ostendorf

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Experience

1/07-Present: Freelance Designer

Fox Licensing and Merchandising 3/07- Present: Projects include Glee, 24 and The Simpsons graphics for products and apparel, re-design of all new Futurama packaging and style guide graphics, Moe's Cafe in store signage and licensing show collateral.

Cinmar Holdings 10/09-Present: Projects include branding (logo, business card and website) of their new company Classical Geniuses and rebranding of Peter and the Wolf by creating new logo, double disk/dual language CD packaging and additional children's products.

Deadline Advertising 8/07-Present: Projects include DVD packaging for major titles, poster designs, mailers, company collateral and brochures.

DZN Design Group 8/07-8/10: DVD packaging for major childrens titles.

9/03-12/06: Art Director for 4Kids Entertainment headquarters Art Department in New York. Projects were seen through from initial concept to final production. Projects included creating style guides, magazine ads, property guides, company brochures, licensing show booths, websites and product packaging. Juggled short-turnaround jobs with longer, more complex projects. Attended press checks and coordinated projects with outside vendors. Trained designers in use of all design programs. 4Kids Entertainment's properties include Xbox, Teenage Mutant Ninja Turtles, Yu-Gi-Oh!, Cabbage Patch Kids, Winx Club, Viva Pinata and The Dog.

9/02-9/03: Initially Graphic Designer and quickly moved on to be Art Director and Production Manager of 4Kids Entertainment Home Video department. Responsibilities included designing Video and DVD covers, DVD menus, ads, and all supporting material for various children's properties listed above. Oversaw and hired designers. Managed production of all materials and followed them through to print and DVD menu authoring.

9/01-5/02: Internship at Mad Dogs and Englishmen. Worked in creative and production departments on ad campaign concepts, designing brochures, flyers and presskits and Powerpoint presentations.

5/01-8/01: Internship in art department of 4Kids Entertainment. Worked on magazine and newspaper ads, posters, websites, packaging, style guides and other various projects.

10/99-1/01: Graphic Designer at JRM&A. Assisted in various Illustrator, Quark and Photoshop projects.

Skills

Advanced knowledge in CS4: Adobe Illustrator/Photoshop/InDesign/Image Ready

Quark XPress, Microsoft Word/Excel/ Powerpoint and copywriting.

Basic knowledge in Macromedia Flash/Dreamweaver and HTML.

Education

Parsons School of Design, New York, NY

BFA, Communication Design

Graduated May of 2002

Phi Theta Kappa National Honors Society