

KOVAL, LAURA

education

Academy of Art University

Computer Arts: New Media
Degree May 2001

Mount Holyoke College

Media & Politics Studies
Degree May 1999

specialization

Project Management
Art Direction
Collateral Design
Logo Design
Prepress Production
Typography
Digital Imaging
SLR Photography
Copyediting

software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Flash
Adobe Acrobat
Microsoft Office Suite
iWork Suite
CSS
HTML

additional skills

Data Organization
Targeted Research
Process Efficiency Analysis
Mac OS Troubleshooting
Photojournalism
Interior Design

2007-Present

DigitalARQUE Boston, MA • San Francisco, CA

Project Manager & Design Consultant

Worked as a freelance creative agent offering design, photography and project/process management services for various clients, including:

The Boston Conservatory	The Connecticut Clean Energy Fund
SmoothPath Media	Tufts University Dept. of Drama & Dance
Kreatika	Salem State College Theatre Department
Vidal Sassoon	RavingEye Photography
The Margarita King	Rachel Perlmeter Productions
IOU Music	The Akanksha Foundation
Artsience Labs	International Latino Film Festival

2003-2006

EDUCATION DEVELOPMENT CENTER Newton, MA

Art Director / Project Lead

Collaborated within a development team consisting of researchers, authors, editors, teachers and designers to create Harcourt School Publisher's national *Think Math!* curriculum. Conceptualized all visual content and design standards for multiple textbooks, workbooks and instructional picture books. Guided a team of designers in implementing aforementioned designs. Served as a key visual content liaison between the curriculum development team and the publisher.

2002

JP PRINTING INC. Austin, TX

Digital Prepress Specialist

Ensured the preparedness of custom documentation for corporate and specialty clients (Motorola, AMD, Applied Materials, Dell Inc) within a fast-paced printing environment.

2001-2003

ANNUAL GUIDES FOR THE ARTS San Francisco, CA

Lead Graphic Designer / Content Editor

Redesigned all publication layout and content. Implemented designs for advertising clients. Was responsible for all aspects of pre-press file preparation and proofing. Acted as a lead content editor for multiple 'city books' of this national publication. Coordinated transfer of content between major national art organizations and publisher. Instructed associate designers on prepress procedures and file preparation.

2000

MARIN ACADEMY HIGH SCHOOL San Rafael, CA

Graphic Applications Instructor

Developed and taught introductory courses in Adobe Photoshop, Macromedia Director and Microsoft FrontPage.

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