

## **Kristin A. Salek**

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### **Experience**

March 1998 – Present

#### **Gotham Incorporated—New York, NY**

**Graphics Coordinator/New Business:** Responsible for designing and producing all PowerPoint presentations and master templates for high-end potential New Business clients as well as existing in-house clients including America Online, Maybelline New York and Pfizer.

#### **Responsibilities include:**

- **Print:** Execute all layouts, designs, produce all pitch books, portfolios and corresponding advertising materials for all New Business requests including, but not limited to, outdoor signage, in-store layouts and posters. Maintain all photo retouching, color correction and scanning for the department.
- **Video:** Edit and maintain all agency reels using in-house editing facilities. Assist with production and editing of all New Business video materials to be presented to potential high-end clients, including animation of print with music for television.
- **Photography:** Photograph and maintain all executive headshots for entire agency. Assigned external assignments to shoot agency's outdoor advertisement for future usage. Archive, catalog and manage photography for various in-house clients.

**Operating Systems:** Proficient in Mac and PC platforms.

#### **Software Technical Proficiencies:**

- Microsoft PowerPoint, Microsoft Word and Microsoft Excel (Office 2003 for Windows, Versions X and 2004 for Mac)
- Adobe Photoshop (Versions 7, CS1 & 2), Adobe Illustrator (Versions 10, CS1 & 2), Adobe InDesign (Versions 2, CS1 & 2), Adobe Acrobat (Versions 5, 6 & 7)
- Quark (Versions 4 and 6), Keynote, UleadVideo Studio 7, Sound Studio 2.0 for Audio, Extensis Portfolio 6.1 and various font management utilities. Collaborated with editors in Final Cut Pro HD and AVID.

### **Education**

July 2000 – June 2003

#### **Parsons School of Design/The New School University—New York, NY**

*Advanced Certificate Program in Graphic and Digital Design*

Special emphasis in Digital Design, Print Production, Advanced Photoshop, Illustrator, Multimedia Design and 3-D Modeling and Animation using Maya.

June 1991 – January 1994

#### **City University of New York/The College of Staten Island—Staten Island, NY**

*Bachelors of Arts in Psychology*

Concentration in statistics, learning and behavior, applications of behavioral analysis, experimental psychology and biology. Double minor in Music and French.

### **Portfolio & References**

Furnished upon request.