

Camille Motta

Brooklyn, NY
www.camillemotta.com

camille@camillemotta.com
415 824 8220

Summary and Qualifications:

Twenty years professional graphic art and production design experience.

Highly creative problem solver and solution maker. Very accurate and efficient.

Detail oriented and deadline driven.

Expertly skilled on Macintosh operating systems using Adobe Creative Suite; Illustrator, InDesign, PhotoShop, Acrobat, etc.

Objective:

To develop stable, ongoing freelance relationships or find a full-time position in a healthy, supportive environment.

Education:

Bachelor of Science, Studio Art,
State University of New York,
College at Oneonta
Oneonta, New York
1992

Associates Degree, Applied Art,
Advertising Design,
Fashion Institute of Technology
New York City, New York
1993

Interests and Accomplishments:

Successful design, art, photography, music, reading, publishing, skiing, tennis, previous non-profit board director and community choir member. Community gardener. Volunteer tennis instructor for 7 years to children 5 to 15 years old on a weekly basis. Curator, organizer and promoter of art and music shows. Featured artist in gallery shows in New York City, San Francisco & Oakland.

Camille Motta Graphic Art and Design

1998—Present

Clients from a wide variety of industries including entertainment, advertising agencies, retail companies, promotions and promotional product advertising, marketing, public relations, financial firms and organizations from the non-profit sector.

Bark, Freelance Print Production Designer

2017—2018

Prepared final print mechanicals for several themed collections of dog toys and treats for use in retail stores and online box subscriptions. Working closely with the design team, I prepared final files for toy backers, treat bags, hangtags and POS displays. Responsibilities included translating art onto supplied dielines, typesetting, color matching and correcting and UPC preparation.

e.l.f. Cosmetics/NARS/Bare Minerals/Kiehl's/Maesa, Freelance Production Artist

2016—2017

Prepared primary and secondary print packaging mechanicals including a line of 25+ gift boxes, POS displays, bullnose art, holiday packaging and decorative shipping packaging. Created visual merchandising directive presentations, in-store planograms, social media and digital billboard art.

Victoria's Secret Beauty, Creative Packaging Production Consultant

2014—2015

Created print mechanicals for fragrance and body care products, primary and secondary packaging for multiple in house brands. Troubleshot and coordinated the approval process with designers and engineers. Digitally delivered final files to vendors.

David Yurman, Senior Production Artist

2014

Sole print production artist for the design team. Created print advertising mechanicals for billboards, street banners, catalogs, magazine and newspaper ads and in-store signage. Created digital and physical composites and mock-ups. Maintained studio equipment.

God's Love We Deliver, Freelance Graphic Designer

2014

Created signage, social media graphics and print ads for events through the public relations department. Created a line of custom holiday card templates made available to their donors.

MAC Cosmetics, Senior Production Artist

2014

Assisted in the design and production process of primary and secondary product packaging including typesetting, in-store signage and composite mock-ups.

Tiffany & Co., Senior Computer Artist

2011—2013

Created print advertising mechanicals for the markets of the Americas, Asia-Pacific and Europe including magazine, newspaper, outdoor advertising, catalogs, public relations and business gift materials. Generated final print materials for vendors around the world in multiple languages according to brand and campaign guidelines.

Bath and Body Works, Packaging Production Consultant

2010—2011

Created packaging mechanicals of label art for products ranging from hand soaps and gels to lip glosses. Re-designed label art for the French Canadian market meeting regulatory requirements. Typography, copy editing and proofreading, color correcting and materials proofing.

World Wrestling Entertainment, Senior Production Artist

2010

Created print mechanicals from key art for full page color and black and white magazine and newspaper ads, lobby posters and outdoor advertising, ticket art and DVD packaging. Web banner production for global markets in multiple languages. Photo retouching and color correcting.

Signature Wines, Graphic Designer and Production Artist

2008—2009

Sole production and design assistant to the Creative Director. Executed concepts for various marketing materials and promotional items. Custom wine label design and web implementation with a PHP database. Created packaging, monthly newsletters, recipe cards and e-newsletters for several wine clubs including photo editing and typography responsibilities. Generated print and web assets.

Stone Yamashita Partners, Production Artist

2007

Hands on production and design of custom conference materials including handouts, binders and books. Original design and creation of presentation graphics. Scanning, photo editing and retouching.

O2 Marketing + Design, Inc., Creative Director

2005—2007

Operated art department for sales staff of 7 people independently. Designed and prepared logo art for use on promotional products. Conception and digital preparation of marketing materials for all internal projects and campaigns including e-newsletter creation. Designed original vector art and logos for a large variety of uses.

Benefit Cosmetics, Production Designer

2004

Design and production of catalogs, cosmetics packaging and labels. Preparation of promotional art and press releases for print. Composite construction.

Old Navy, Production Artist

2003

Design and production of retail packaging, hang tags, window and POP posters including mechanical paste-up. Creation of marketing materials for an annual conference, including agendas, maps and printed promotional pieces.

Publicis Dialog/Citron Haligman Bedecarré, Senior Production Artist

1999—2002

Senior Production Artist at both of these award winning advertising agencies. Created mechanicals for national advertising campaigns, billboards, car wraps, packaging, brochures and direct mail items. Designed presentations and marketing materials for web and direct mail. PDF creation, preflighting and press check responsibilities.

The American Academy of Ophthalmology, Graphic Designer

1999—2001

Designed with a team of 2 other designers and was sole production artist for 19 brochures, 4 booklets, compact disk and video cover art for the Patient Education department. Translated print materials into PDF format in several languages for website.