



experience: **Walmart.com** August 2006–present, Brisbane, CA. Work with art directors, writers, marketing clients and business owners to conceptualize and execute designs that sell products and advance the Wal-Mart brand, including: • Visual merchandising for Walmart.com's web site • E-mail marketing newsletters • Online sales campaign concepts • Brand and event mini-sites • Banner advertising.

Highline Media March 2005–August 2006, San Francisco (*Highline publishes online and print content for the financial services industry.*) Worked with publisher, editor, and staff to create editorial and marketing design to establish *Research* magazine as the information authority for financial advisors. To achieve this objective, I: • Redesigned *Research* magazine • Designed the prototype for the web site relaunch • Created identity, collateral, direct mail, print and web ads for a trade conference • Redesigned media kits for web and print distribution • Created and implemented production schedules to update and streamline processes.

Gorska Design May 1994–March 2005, San Francisco. *Freelance graphic designer, art director, and project manager for web and print.* Clients/Projects include: **Design Within Reach** Worked on • Brand development and extension (logo explorations, catalog layouts, online visual merchandising concepts) • Web content and graphics • E-mail newsletter prototypes • Print advertising for 12+ publications • Direct mail and sales postcard formats. **Fujitsu Interactive** Worked as art director/project manager on an ad-hoc team to: • Create identity for a new Fujitsu division • Create a brand, packaging, and promotional materials for a trade-show product launch. **CKS Interactive/Ortho Biotech** Worked with agency account rep, HTML and database programmers to create the visual interface for an drug trial management intranet. This project included: • The design and presentation of multiple design concepts to the agency and client • Participation in user testing at Ortho Biotech • The design, production and implementation of all site graphics. **George Lucas Educational Foundation** Designed, art directed and project-managed a major book and video project to promote innovative ideas in public education. **Sybex, Inc.** Designed covers for over two dozen of book titles. **Nunes Farms Almonds** Created branding, product packaging and marketing materials for ten product lines in ten years.

Kidsoft 1995–1996, San Francisco (*a children's educational software distributor.*) • Designed, art directed, illustrated, and created activities for Club KidSoft web site and magazine • Managed junior designers, contractors, photographers and illustrators.

California College of the Arts (CCA) 1992–1994, San Francisco. Taught graphic design skills using Quark Xpress, Adobe Illustrator, and Photoshop.

recognition: Featured in **The Adobe Illustrator CS2 Wow! Book** (Peachpit Press, 2006); **Publication Design Workbook** (Rockport Press, 2005), and **Type Style Finder: The Busy Designer's Guide to Type** (Rockport Press, 2006); also **Illustrator Masters** (Rockport), **California Graphic Design** (Madison Square Press), and other design trade titles; **Print** magazine; trade awards for magazine design, product packaging

education: B.A., magna cum laude, Phi Beta Kappa, Honors Arts & Sciences, the University of Texas, Austin.

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