VANESSA VAIR
ART DIRECTION + DESIGN

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SUMMARY

Detail-oriented Art Director with 12 years of experience in project management and leadership of creative teams of various sizes.

Fostering growth in creative output and improving design processes while maintaining efficient production.

Highly attuned communication skills paired with technical mastery of typography + design principles.

EDUCATION

BFA in Graphic Design
 Minor in Spanish
SUNY at Oswego. May 2006
 Magna Cum Laude

SOFTWARE ON MAC & PC

Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Acrobat Pro, After Effects, + Premiere

Figma

Google Workspace (G Suite)

Microsoft Office

QuarkXPress

WordPress (DIVI, HTML, CSS, Plugins)

FTP: Transmit

WPEngine

Trello + Asana

Constant Contact, MailChimp, + Emma

Hootsuite + Sprout Social

iMovie + Keynote

SketchUp

EXPERT EXPERIENCE

Creative Operations Director at **RES Exhibit Services**
Rochester, NY. January 3, 2023 - June 30, 2023

- Director of 2 teams of creatives, managing daily output for Graphic Designers + Graphic Production/Fabrications team
- Leading meetings to route jobs internally
- Communicating obstacles + improvement opportunities
- Ensuring adherence to standard operating procedures
- Provide creative guidance + approve quality of design + printing
- Secure + manage outsourcing to freelancers + print vendors
- Identifying + implementing ways to streamline + improve efficiency for overall workflow + project processes

CGI Digital (formerly CGI Communications)
Rochester, NY + Remote. October 2018 - August 2022

Manager of Graphic Design September 2019 - August 2022

- Art Director of custom websites designed by team of 10, ensuring client expectations were met + delivered on time
- Production Manager of print + branding projects
- Hiring Manager, Trainer + Mentor
- Established team vision + goals centered around innovation
- Drove performance, balancing team output of quality + quantity
- Developed a collaboration focused environment in-house + remote
- Coordinator of Freelance Design Contractors
- Estimated pricing of special projects
- Liaison with vendors, requesting/organizing quotes
- Creator of mobile-first website designs using WordPress + DIVI
- Designer of various print + digital projects

Web Designer April 2019 - September 2019

- Creator of mobile-first website designs using WordPress + DIVI
- Editor of HTML/CSS + WordPress websites

Graphic Designer October 2018 - April 2019

- Designer of various digital + print projects, including vectorizing logos

VANESSA VAIR

www.linkedin.com/in/vanessavair

Instructor of Design at **Buffalo State University**
Buffalo, NY. January 2012 - May 2017

COURSES INSTRUCTED

- **2D Design 1** - Drawing in graphite, marker, collage + mixed media
- **Advertising Design** - Designing for print + digital media outlets
- **Computer Graphics 1** - Intro to Adobe Illustrator and InDesign
- **Computer Graphics 2** - Intro to Adobe Photoshop
- **History of Graphic Design** - Lecture: Industrial Revolution to Present
- **Typography** - Creating + implementing type into design
- **Visual Communications 1** - Hand rendering + digital imagery
- **Visual Communications 2** - Logo design + brand identity

Graphic Design Manager at **ArtsWestchester**
White Plains, NY. November 2006 - March 2013

- Production Manager of print projects, website content, email campaigns, + social media marketing
- Team Leader of junior designers and mentor of interns
- Senior Designer for marketing + visual communications
- Creator + producer of printed publications, event signs + other collateral
- Marketer for social media campaigns
- Liaison with printers, requesting + organizing print quotes
- Webmaster of artswestchester.org
- Staff Photographer for fundraising events + exhibitions

FREELANCE HIGHLIGHTS

- Logo + Business Card for Amanda Ryan, Videographer and Drone Specialist, Rochester, NY. Jan. 2023
- An array of promotional collateral for Univ. of Buffalo Genome, Environment and Microbiome Department. Buffalo, NY. Sept. 2016 - 2020
- Brand Identity System for TechFocus I-IV Symposia at Guggenheim Museum. Manhattan, NY. July 2010, Oct. 2011, Apr. 2015, & Feb. 2020
- Real Estate Compliance Manual (200 page book) for System2Thinking. Manhattan, NY. May - Aug. 2019
- Web Master for American Crystallographic Association History Portal. Buffalo, NY. Aug. 2015 - Sept. 2019
- User Interface (UI) Design for 2logical. Rochester, NY. Sept 2018

AWARDS + EXHIBITIONS

6x6 International Small-Art Exhibition, Rochester Contemporary Art Center:
2019, 2020, 2021, 2022, 2023

Hallwalls 43rd Annual Member Exhibition, Hallwalls Contemporary Arts Center:
July 2017

Design Faculty Exhibition, Czurles-Nelson Gallery, Buffalo State College:
Nov. 2012 + Oct. 2014

Bachelor of Fine Arts Exhibition, Tyler Art Gallery, SUNY Oswego:
Apr. - May 2006

National Scholar's Honor Society:
Apr. 2006

Phi Kappa Phi National Honor Society:
Apr. 2006

Rudolph Award for Graphic Arts:
Apr. 2005

Forum Gallery Exhibition, Hewitt Union, SUNY Oswego:
Jan. 2005 - May 2006

ACTIVITIES + MEMBERSHIPS

American Institute of Graphic Artists (AIGA) Member: 2023

SUNY Oswego Alumni Association, GOLD Leadership Council, President:
2007 - 2015

Break Thru Design: Graphic Design Club of SUNY Oswego, President/Member:
2003 - 2006