



**Direct Mail • Corporate Identity**  
**Print and Media Advertising**  
**Editorial Design • Illustration**  
**Internet Communications**

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## Nina Schwartz

**Owner, Impulse Graphics, LLC** 1997–Present  
Design graphics for print media, ads, corporate identity programs, direct mail, websites, animations, exhibits and presentations. Do illustration, cartoons, copywriting, editing, print and service buying, pre-press. Do market research, business promotion.

Clients Include: Consumer Electronics Retailers Coalition, Horizon Consulting, Atlas International Security, PhaseShift, B'nai B'rith, CBC Fairfax, Sultans of Swing, The Nanny Network.

## Statement

I bring to a project more than 20 years' experience as a designer and art director, with a feeling for not only what a client wants, but *why*. Much of my work has been in advertising and direct mail design. I excel at designing corporate identity programs and collateral materials —visually expressing a company's mission and philosophy.

## History

**Senior Graphic Designer** 2001–Jan. 2004  
Washington Gas, Washington, DC  
Designed customer newsletters, collateral materials, direct mail inserts, public service ads, trade show booths, corporate identity programs for departments/initiatives, Corporate Relations Intranet, website eService demo section, animations with sound, and shareholder presentations. Edited customer communications, purchased vendor services, managed most print projects.

**Graphic Designer** 1997  
NewMedia Communications, McLean, VA  
Designed print ad campaigns, product brochures, newsletters, booklets, corporate identity programs and presentation artwork.

**Freelance Designer, Consultant** 1996–1997  
Bell Atlantic Internet Solutions, Reston, VA  
Produced illustrated and graphic links for Bell Atlantic web portal for community services, travel and tourism, and entertainment.

**Art Director** 1992–1996  
B'nai B'rith International, Washington, DC  
Designed and produced magazines, newsletters, brochures, direct mail campaigns, incentive programs, books, textbooks, posters, collateral materials. *(continued above, right)*

Art Director, 1995–1996, *International Jewish Monthly Magazine*. Worked with editorial staff and outside vendors on design, illustration, photography, printing, fulfillment. Worked on design of websites for B'nai B'rith and *Jewish Monthly*. Taught computer graphics programs; purchased software; troubleshoot networked computers.

**Freelance Designer, Consultant** 1985–1988  
Papp-Walsh & Associates, Alexandria, VA;  
Latour Rossel Communications, Potomac, MD;  
Home Recording Rights Coalition, Washington, DC, others. Created ads, direct mail pieces, corporate identity programs, trade show booths, magazines.

**Fine Artist/Painter** 1985–1992  
Member, Art League, Alexandria, VA,  
Gallery West, Alexandria, VA,  
Springfield Art Guild, Arlington Art Center.  
Represented By: The Art Resource, Burtonsville, MD, Chasen Portfolio, Orange, NJ, William J. Wilhelm, Scottsdale, AZ.  
Created marketing collateral materials, ads, signage, advertising video. Curated one-artist and gallery member art shows.

**Creative Director** 1978–1984  
LogEtronics Inc., Springfield, VA  
Wrote, designed, produced ads for trade media, product literature, direct mail programs. Designed and coordinated trade show exhibits. Wrote and produced product newsletters, slide shows and video presentations, proposals, press releases. Produced annual reports. In conjunction with Marketing Department, developed and implemented dealer incentive programs.

**Art Director** 1976–77  
The Sound Gallery, Washington, DC  
Designed newspaper ads, product literature, and exhibits, for local retailers.

**Graphic Designer** 1975  
Lyons Studio, Wilmington, DE  
Designed product literature, ads, corporate identity, books, presentations.

**Art Director** 1972–1975  
Hancock-Gross, Philadelphia, PA  
Designed packaging, gondolas, trade media ads and catalogs for plumbing and home repair product line. Designed corporate identity programs, retail ads, trade show exhibits.

## Education/Training

**BFA Cornell** 1971  
Painting, graphic design, printmaking, photography, slide and film production, fashion design, industrial design. Additional study in Florence, Italy.  
Technical certification at Northern Virginia Community College and EEI, Alexandria, VA, 1991, 1997, 2001, 2003, continuing.

## Applications

Macintosh and PC platforms.  
Adobe: Illustrator, Dimensions, Photoshop, PageMill, Acrobat; Macromedia: Dreamweaver, Flash, Fireworks; Microsoft: Word, Excel, Access, PowerPoint; Apple Works; QuarkXPress; Claris FileMaker Pro.

## References

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