



Adrienne Yapo

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www.sweetgumstudio.com

• **Creative, thoughtful, and versatile designer** with wide range of skills including print, web, information design, user interfaces, branding, identity, and html email. Proficient in Adobe InDesign, Illustrator, Photoshop, QuarkXpress, Fireworks, html (hand-coding and WYSIWYG), CSS, Axure. Comfortable with Mac and PC. Excellent project management, people management, and communication skills.

Education

1990-1994

Boston University

BA English Literature
Magna Cum Laude

Oxford University

Literature and history credits

1996-1997

Harvard U.

Design and
studio credits

1998-2002

Mass. College of Art

BFA Graphic Design
with Honors

Graphic Designer & Editor

Freelance graphic design and editorial consulting. Projects included advertising, websites, invitations, posters, logos, identity systems, brochures, manuscript editing, and copywriting. 2001-2006



Designer & Owner

Freelance design and fine art studio. Capabilities include logos, identity, websites, information design, user interfaces, information architecture, html email, and print marketing collateral.

Experience

ADY Design

Sweet Gum Studio >>

MediaMap

1994-1997

Media Research Analyst, Associate Editor

- Generated story ideas, wrote articles, and assisted in production.
- Interviewed editorial staffs of emerging information technology media sources on a daily basis for inclusion in quarterly 1,000-page publication.
- Developed and conducted market research survey for client base that led to successful launch of new line of products.

Harvard Medical School

1996-2004

Communications Manager, Executive Administration Office

- Designed communication and marketing plans for school programs and projects, advising Executive Dean on courses of action and strategic positioning.
- Managed committee of faculty, staff, and donors to explore opportunities for campus and public art for school's new research building. Resulted in proposal by committee for large commissioned art.

Planning Associate, Planning Office

- Designed and produced graphics and written materials for both internal and external customers.
- Edited, proofread, produced and partially-wrote 150-page five-year strategic plan for school under direction of Dean for Planning.

Staff Assistant, Planning Office

- Managed space tracking database for campus, resulting in improved space-use efficiency.

BT Conferencing

2004-2010

Senior Graphic Designer

- Managed and art directed global team of designers and design projects for telecommunications company and its Fortune 500 clients.
- Created information architecture, interface design, graphics, CSS and content for large-scale web applications.
- Proposed and implemented solutions to cut costs, increase efficiency and boost productivity, including dynamically-built html email templates and print automation. Cut production time and costs by 50%.

Graphic Designer

- Created user guides, data sheets, brochures, posters, tradeshow materials, websites, web graphics, html emails, and other marketing collateral for internal and external clients.

Exhibitions

Flower Power

Dec 2010
1650 Gallery
Los Angeles, CA
An international juried photography exhibition exploring flowers.

Artists in the Arboretum

Sep - Oct 2010
Arnold Arboretum
Boston, MA
A juried exhibition inspired by the collections and landscapes of the Arnold Arboretum.