



LIBBY VANDERPLOEG
Design & Illustration

libvandedesign.com

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Employment:

Bonnier Corporation: SAVEUR Magazine, Advertising Art Director. New York, NY

08/08–present. Worked to develop the identity of SAVEUR and SAVEUR.com through strategic marketing, advertising, and special event materials. Worked with advertisers to create custom advertising both inbook and online through magazine advertorials and microsites. Produced event collateral, such as menus, invitations, event décor, and premiums for business partners.

Freelance, Graphic Designer/ Illustrator. New York, NY

01/08–08/08. Creating packaging, promotional materials, artwork, and logos for variety of clients including: A&E Home Video, Mud Puddle Books / Cocktail Kingdom, McGraw Hill, Dialogue Group, Stein Rogan + Partners, Publications International, and Intelligentsia Coffee.

New Video, Graphic Designer. New York, NY

04/07–01/08. Graphic designer for DVD and film marketing company. Designed artwork for DVD wraps, stickers, posters, packaging, and web pages, managed projects with freelancers, and prepared art for production.

Publications International, Art Director. Chicago, IL

09/02–08/04. Art director in cooking magazines division. Designed magazine layouts, logos, art-directed photo-shoots, and prepared art for production.

Education:

University of Illinois at Chicago, BFA, 2006, Chicago, IL

School of Visual Arts, New York, NY

Dreamweaver certification

Kendall College of Art and Design, Grand Rapids, MI

Courses taken include Painting, Drawing, and Photography.

Skills:

Digital:

Adobe CS3

InDesign

Dreamweaver

Quark Express

Final Cut HD

MS Office

Traditional:

Acrylic / Oil Paint

Watercolor

Gouache

Graphite / Colored Pencil

Collage