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**PORTFOLIO**

SIGN HERE X Noma E. Appel

PLEASE PRINT Noma E. Appel

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## Design Experience and Capabilities

### Print Design

- Brochures
- Pitch Books/Business Plans
- Look Book/Style Catalogs
- Custom Folders
- Case-Bound books
- Letterhead
- Invitations/Flyers

### Brand Identity:

- PR Program logos/ Type treatments
- Brand Identity packages for small businesses

### Promotional Premiums

- Creative concepts
- Designing imprint artwork

### Powerpoint Presentations

- Custom Templates
- Slide design, building slides in illustrator, photoshop, or solely of powerpoint elements
- Slide show animations
- Formatting powerpoint documents for print

### Event Signage and Environmental Graphics

- Presentation and exhibition boards
- Large format banner frames
- Directional Signage

### Creative Packaging

- Custom bags and boxes
- Die-cut box inserts - foam inserts
- Sourcing full mailers with multiple pieces

### Print Coordination

- Sourcing printers
- Creating specs and developing print budgets
- On-press experience
- Relationships with vendors

### Photography Coordination

- Art directing photo shoots
- Stock photography research and selection

### Project Availability

- Independent projects quoted either hourly or flat-rate
- Work from personal studio or come on-site
- Provides vacation coverage inoffice
- Travels for event support

## Employment History

Freelance

### Graphic Designer/Art Director

September 2007 - Present

#### clients:

- PAX "Speak Up"
- Staying Sane Consulting

Ogilvy Public Relations Worldwide

### Senior Designer

August 2003 -September 2007

#### clients:

- Bayer Schering Pharma
- LensCrafters/Sunglass Hut
- Unilever: Hellmann's & Lipton
- Ethicon Women's Healthcare
- Adecco Staffing Services
- Merck Pharmaceuticals
- Bristol-Myers Squibb
- Johnson & Johnson: K-Y Intrigue
- National Women's Health Resource Center

Freelance

### Graphic Designer/Presentation Specialist

May 2001 - August 2003

#### clients:

- American Express
- Avon
- Wolff Olins
- Allen & Company

Global Asset Management

### Administrative Manager/Powerpoint Specialist

October 1997 - May 2001

## Skills and Education

Fashion Institute of Technology, New York, NY

### Associate of Arts in Fashion Design

May 1996

University of Miami, Coral Gables, FL

### Bachelor of Science in Advertising and Graphic Design

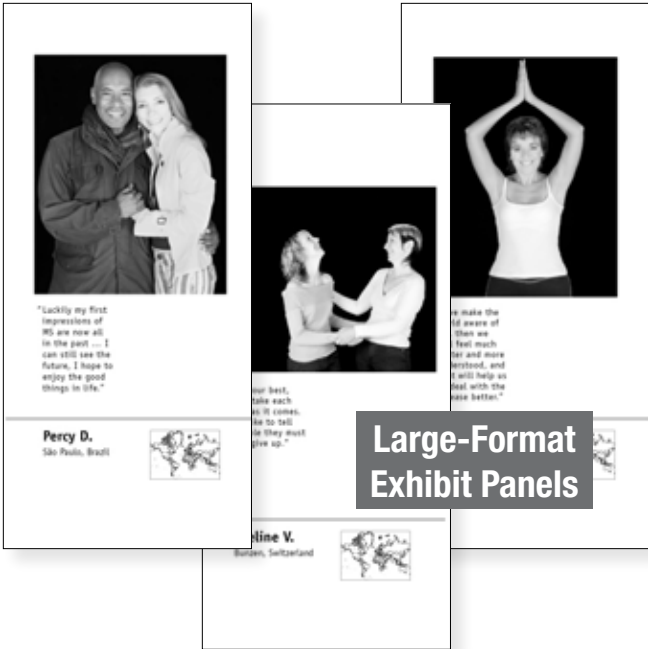
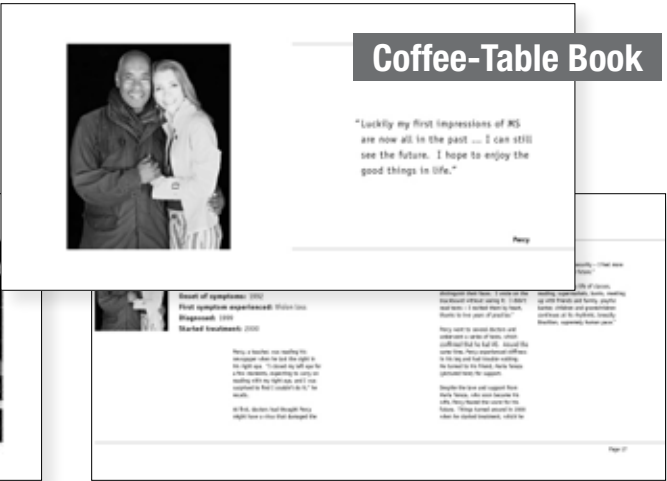
May 1993

### Software Expertise

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Bridge, Acrobat)
- Quark
- Microsoft Office (PowerPoint, Word, Excel)
- Dreamweaver 8 for basic web pages

# Image of MS Campaign

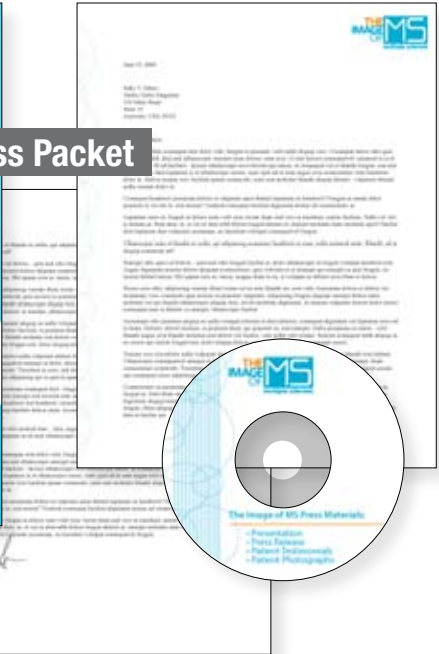
Traveling photography exhibition on retractable vinyl banners  
 158-page Case-bound art book commemorating exhibit  
 Branded press materials



## Large-Format Exhibit Panels



## Press Packet



# National Women's Health Resource Center in Partnership with Ethicon Women's Health & Urology, "What's Going on Down There" Pelvic Health Awareness Campaign

- Program Logo
- 8-panel brochure
- Style guide for campaign
- Invitations



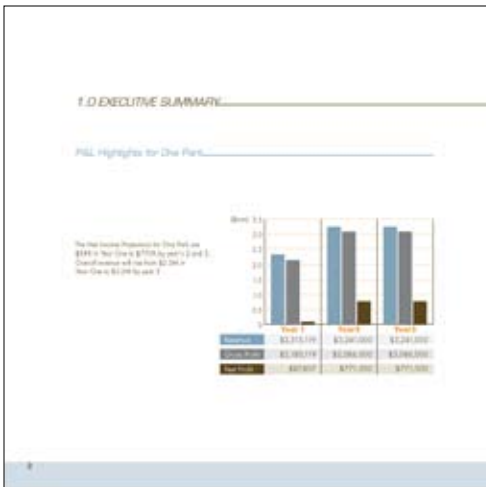
## Campaign Logo



## Brochure

# The Soccer Park Business Plan

Saddle-stitched digitally-printed brochure



PR Program Logos and Type Treatments

what's happening  
down there



hot fun in the winter



avocadoattitude



LENSCRAFTERS®  
black tie collection



*Diabetes:*  
**Rein in Your  
Risk of Stroke**



Luxami



**Mirena's "Keep Life Simple and Sexy" | Wellbutrin XL's "Not in the Mood"**  
 Presskit folders with coordinating letterhead and custom logos



# PowerPoint Presentation Templates

