

RENATA DE OLIVEIRA

CAREER CHRONOLOGY

october 2015 > present

SENIOR DESIGNER | Oxford University Press | New York NY

Design of book covers and interiors for Higher Education Textbooks, ranging from communication to math genres.

Direct interaction with Art Director and Editors. Managing of production schedule for multiple titles. Participation in weekly design and production meetings. Hiring and managing of freelancers.

2013 > present

FREELANCE SENIOR DESIGNER | XO Group Inc. | New York NY

Design of front of the book and back of the book pages for The Bump and The Knot magazines through the use of sophisticated typography, imagery, color, and grid.

Work collaboratively with Art Director and Photo Editor on development of art ideas for features in The Bump.

Participation in weekly production meetings and direct interaction with editors for copy fitting and art ideas.

Project management, design and layout of Books, Special Interest Publications, as well as advertorials.

2005 > 2012

FREELANCE SENIOR DESIGNER | NYCBZ Design Inc. | Plainview NY

Project management and execution of all creative projects. Clients include: XO Group Inc., Clinton Global Initiative, W.H. Freeman, Simon & Schuster, Clarkson Potter.

1993 > 2004

CREATIVE DIRECTOR | Vertigo Design Inc. | New York NY

Project management, Art Direction and Production all of creative projects. Clients included: BBDO New York, Clear Channel, Harper Collins, Random House, Simon & Schuster, John Wiley and Sons, Reader's Digest.

education

Parsons School of Design | Continuing education.

University of Londrina, Brazil | Arts in Education.

Languages: Fluent in English and Portuguese.

Conversational in Italian and Spanish.

technical skills: indesign | DPS suite | photoshop | illustrator | K4 workflows | powerpoint | google apps | excel | adobe acrobat.

also of interest

American/Brazilian dual citizenship.

SKILLS TOOLBOX

ART DIRECTION AND PRODUCTION

Art direction, selection and commission of photographers, illustrators, stylists and copywriters for all creative projects.

Assignment of creative teams to projects, keeping teams on track and maintaining deadlines and budgets, while creating an engaging work environment.

Planning and coordination of all photo shoots, ranging from making travel arrangements and coordinating trips to art direction of photo shoots.

Application of creative acuity to fill multiple roles while interacting productively with all departments.

Direct interaction with clients, ranging from celebrity chefs to publishers and corporate executives.

Presentation of design proposals to upper management, including analysis of book manuscripts and development or art program for all creative projects.

PROJECT MANAGEMENT

Development and writing of all creative proposals.

Writing of project estimates, management and negotiation of budgets, and development of schedule timelines.

Evaluation of the scope of projects and deliverables, including development of creative briefs, prioritization of workload, and management of resources to meet budgets and deadlines, while assessing risks throughout the process.

Development and implementation of production processes to ensure quality of work while maintaining a productive working environment.

Interaction with the all clients' departments and management to facilitate and efficiently coordinate multiple projects workflow.

Hiring, managing and training of all freelancers, full time staff as well external vendors, while providing leadership and direction to teams.

Monitoring team performance to keep projects on track and on budget, even under challenging circumstances, while building consensus amongst all stakeholders and delivering exceptional results to clients.