

MILLIE ROSSMAN

NORTHAMPTON MA 01060

518.929.1445

MILLIE@MILLIEROSSMAN.COM

MILLIEROSSMAN.COM

EXPERIENCE

CREATIVE DIRECTOR / ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE

SOUTH HADLEY, MASSACHUSETTS / 2012–PRESENT

Responsible for establishing brand standards, consistency, and quality design across all communications including publications, websites, events and symposia, and marketing collateral for the first time in the Association's history. In June 2013 our team was recognized with a Silver CASE Circle of Excellence Award for Communications Program Improvement. Major accomplishments include:

- In-house redesign of *The Mount Holyoke Alumnae Quarterly* over a one-year process that included the analysis of alumnae surveys, the solicitation of feedback from a focus group of alumnae experts in the magazine field, and a close examination of the visual and editorial mix needed to support the missions of Mount Holyoke College; extremely collaborative team approach for all aspects of the relaunch; proposed many of the final section names including Female Gaze and Maven.
- Raising the level of visual quality of the magazine—everything from layout to photography and artwork, typography, and production values—while working within a 10 percent budget reduction; design changes include new typography and grid system, new paper recommendations, larger trim size, and an upgrade to perfect binding.
- New Association logo design and Reunion sub-branding reflecting the sister relationship between the Association and the College as well application of artwork across print, digital, banners and signage, and promotional products
- Redesign of Association website; working closely with the Senior Director of Marketing and Communications, the Associate Director of Digital Communications, and the Data and Technology team, this relaunch marks our team's further commitment to an integrated communications approach among print, digital, video, and social.
- Spearheading collaboration and sharing of visual assets among other major campus constituencies including Mount Holyoke College's communications; observed the advisory committee for the college's year-long rebranding initiative engaging the services of SimpsonScarborough and Mindpower; established new relationships with external partners such as printers and photographers; mentor colleagues and helped inspire alumnae volunteers; assisted in overcoming department silos.
- Establishing workflow best practices for my area of expertise and offering suggestions for other departments including project management tools to effectively manage internal and external communications.

PRINCIPAL / MILLIE ROSSMAN KIDD : DESIGN / CHATHAM, NEW YORK / 2002–2012

Boutique design studio based in upstate New York and the Berkshires specializing in publication design, websites, and branding. Responsible for concept and design for numerous simultaneous projects in the studio, creating marketing plans, managing media budgets, placing print and online advertising, social media for the studio and for clients, and overseeing freelancers, interns, and a studio assistant.

Clients ranged from established companies with robust budgets and production teams including Martha Stewart Living Omnimedia and ESPN to not-for-profit organizations and local startups with resource constraints and compact organizational structures. By assembling highly qualified collaborative teams on a project-specific basis—from printers to writers and photographers—I was able to insure cost effectiveness and complete quality control.

MILLIE ROSSMAN

NORTHAMPTON MA 01060

518.929.1445

MILLIE@MILLIEROSSMAN.COM

MILLIEROSSMAN.COM

DESIGN DIRECTOR & CO-PUBLISHER / DINNERWHERE MAGAZINE / 2005–2010

Drawing upon my experience as a magazine art director, this self-initiated project has been consistently recognized for design and photography. Launched in 2005, *Dinnerwhere* focused on food and dining and looked to promote the connection between farmers and restaurateurs in an effort to help sustain the rural character of the Berkshires and the Capital District area of New York.

Responsible for everything on the creative side: layout and production of the magazine with attention to typography selection, photography, and color; producing photoshoots including securing locations; designing promotional packaging and custom dielines for props and products to feature in each issue. Shared publishing responsibilities with partner/editorial director included copywriting, managing budgets, print quotes, circulation and distribution, advertising sales, and media kits.

ART DIRECTOR & DESIGNER / TIME, INC. / NEW YORK, NEW YORK / 1998–2002

Magazine design and photoshoots for *Real Simple* magazine, *TIME* and *TIME for Kids* magazine, and TIME Custom Publishing. Part of the team to redesign and reposition *Real Simple* magazine in 2001. It subsequently went on to win Silver at The Society of Publication Designers and was a finalist for Magazine of the Year.

BEA FEITLER DESIGN INTERN / CONDE NAST / NEW YORK, NEW YORK / 1998

Design intern at *Allure* magazine under David Sebbah. Responsibilities included magazine page design and production.

DESIGN INTERN / POULIN + MORRIS / NEW YORK, NEW YORK / 1997-1998

Design Intern for multidisciplinary design studio with projects ranging from signage and wayfinding, identity, packaging, and print collateral. Responsibilities included design and production for clients including Princeton University, Gwathmy Seigle Architects, and MoMA.

EDUCATION

SCHOOL OF VISUAL ARTS / NEW YORK, NEW YORK / 1995 –1999

Bachelor of Fine Arts with a concentration in Graphic Design.

1998 Bea Feitler Scholarship Recipient, the most prestigious honor bestowed upon the class

MOUNT HOLYOKE COLLEGE / SOUTH HADLEY MASSACHUSETTS / 2014

Speaking with Confidence: Leadership for Women

PROFESSIONAL LEADERSHIP AND RECOGNITION

My work has been recognized by national and regional professional organizations such as Council for Advancement and Support of Education (CASE), American Institute of Graphic Arts (AIGA), Society of Publication Designers (SPD), and the Albany Ad Club and has been exhibited in the Art Director's Club in New York.

ALBANY AD CLUB, ASSOCIATION OF PROFESSIONAL COMMUNICATORS / 2006 –2011

Board member; President, 2009-2010 term

AIGA STUDENT PORTFOLIO BUILDING WORKSHOP / FOUNDRY FOR ART DESIGN + CULTURE / COHOES, NEW YORK

2014 Presenter: *Goldilocks and the First Job: Finding One that's just Right*