

JESSICA THOMAS

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Professional Experience

Combine artistic abilities with editorial and problem-solving skills to create specialty books, magazine layouts, catalogs, and ads — taking projects from ideation, art and photo direction, and design through final publication.

Publications Management

- **Art Direction:** Conceptualize ideas for the visual communication of projects in a team or independently. Identify external resources and art direct outside writers, designers, photographers, illustrators and guide internal design staff to execute original, innovative concepts for print. Create publication design for start up magazines or redesign to keep visual presentation current.
- **Photo Direction:** Work directly with outside photographers in producing fashion, product, food and interior shoots and edit the final film to fully illustrate desired concept for publication. Meet with editorial and art teams on a regular basis to assess publication photography needs, editorial story proposals and present budgets. Established an in-house photo studio and handled everything from space planning and equipment quotes to purchasing equipment.
- **Production:** Oversee production of publications — all on time and within budget. Understand prepress and on-press parameters and limitations as it relates to design. Communicate with vendors to ensure a smooth flow of operation and cost-effective production. Coordinate projects from specifications, bids, proofing at all stages, on-site press checks and monitoring quality control throughout the process.
- **Editorial Direction:** Attend industry trade shows, identify market trends, present story ideas, produce and write editorial for publication.
- **Art Department Management:** Manage on-staff designers through magazine process including design and photography production making sure deadlines and quality expectations are met. Effectively manage freelance teams on location to obtain desired results for story concept.

Creative

- **Photography:** Photograph in color or B&W: locations, fashion, portraits, still lifes, and artistic elements for use in editorial feature stories and commercial advertisements for publication or for in-house stock image library.
Independently produce on-location photo shoots and serve as photographer and photo-stylist. For fashion shoots select and obtain wardrobes and props and direct make-up artists.
Explore personal photo projects in photo-documentary style for group photo shows or self promotional projects.
Worked on assignments in Europe coordinating photo shoots, preparing backdrops and styling for fashion photographers.
- **Graphic Art:** Design for press using knowledge of color, typography and visual art to create a visually stimulating printed piece using various computer design programs.

Technical Skills

- **Computer Design:** Mac OS X platform. In Design, Photoshop, Word, and Illustrator.
- **Photography:** Photographed products and portraits using studio lighting techniques and natural light situations — small and medium SLR formats.

Employment History

Freelance Photo Art Director / Producer / Market Editor / Stylist
Present

Client List available upon request

Photo Design Editor
September 2006 - November 2007
Country Home Magazine
Shelter and lifestyle consumer publication

Associate Art Director
May 2003 - September 2006
Better Homes and Gardens Magazine
Shelter and lifestyle consumer publication

Assistant Art Director
March 2002 - May 2003
Bedroom and Bath Magazine
Special interest consumer publication

Art Director
June 2001 - December 2001
Florida Media Affiliates, Miami, FL
Florida Home & Garden and *Miami Metro City Guide*
Shelter and lifestyle consumer publication

Photo Editor / Design Associate
1998 - 2001
channels magazine, Miami, FL
Fashion, celebrity and lifestyle consumer publication

Art Director / Photo Director
1995 - 1998
Onboard Media, Miami Beach, FL
Custom publishing for cruise line and hotel industries

Freelance / Contributing Editor and Producer
2003-2005
The Miami Herald's Home and Design magazine

Education

University of Miami

- Bachelor of Science in Photo-Communications and Graphic Design

Study Abroad in Australia, University of Western Sydney

- Specialization in photo media and graphic design. Interdisciplinary program from conceptualization, writing, photography, and design to final presentation.

Miami Dade Community College

- AA Graphic Design

References and portfolio available upon request