

Wayne M. DeSelle



1130 South Hayworth Ave
Los Angeles • CA • 90035
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Versatile graphic designer and photographer with substantial experience creating thoughtful print and digital work—from concept to completion.

QUALIFICATIONS

- Award-winning Art Director of two Western Magazine Awards and more than fifteen years of creative direction and design leadership in the publishing, marketing and digital media venues.
- Over 10 years in the role of collaborator with arts & cultural organizations and individuals to produce outstanding promotional materials and content.
- Accomplished Graphic Designer of marketing & collateral, brochures, one sheets, newsletters, calendars, press kits, books, posters, invitations, print ads, logos, ad kits, and full-length catalogs.
- Early adopter of digital marketing as a designer of social media campaigns, email newsletters, and a designer/coder of multiple websites. Producer of rich media app versions of print publications.
- Specialized in product and artwork photography, as well as compositing and color correction to ensure highest-quality 4-color reproduction; Skilled lifestyle photographer and stylist.
- Expert in using computers and design software, including InDesign for layout, Photoshop for retouching, color correction and compositing, Illustrator for spot and full illustrations; fluent in Lightroom, Dreamweaver, Keynote and Microsoft Word & Powerpoint; both Mac & Windows capable.
- B.A. in Art; four-year University of California Regents Scholar at UCLA

EXPERIENCE

CURRENT CLIENTS

Made In Italy • 2004 to present

For their Èccolo brand: conceived, designed, styled and photographed their 72 page catalog for import stationery & accessories resulting in increased sales and higher brand visibility. On their Blöke sub-brand: conceived and designed marketing materials for a new mens fragrance and personal care line including shooting both product shots and styled lifestyle photos, producing merchandise pickups by local and national retailers.

Gene Kelly Legacy • 2008 to present

Created logo and stationery system for Gene Kelly's foundation (overseen by Patricia Ward Kelly, his widow), set up the foundation's social media formats and newsletter templates, designed museum pitch powerpoint and deck.

Plastic Pollution Coalition • 2009 to present

Designed all TEDx and Think Beyond Plastic conference materials including programs, schedules, badges, presentation slides and signage, oversaw fund-raising fine art reproduction and merchandise; art directed custom illustration work for silk-screen posters. Conceived and designed day-to-day marketing and informational materials, print and digital stationery systems, and conceived and created social media campaigns.

Finelines Company • 2007 to present

Conceived and designed social media images and html marketing newsletters, as well as print marketing versions in many cases. Designed and installed in-showroom window displays and materials.

Robb Report • 2011 to present

Designed all editorial pages of multiple special issues of the *Robb Report* magazine for the newsstand using new fonts and look for each, then transferred page designs to custom rich media capable layouts for the app versions for digital distribution on tablets and phones.

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SELECT FREELANCE

F.L.O.W. Art Exhibition

Helped curator plan and conceptualize a multi-city traveling exhibition of fine art surfboards; designed and produced catalog including extensive photo compositing and retouching. Photographed all artwork; color-corrected and formatted all artwork for production of the surfboards.

L.A. Youth Newspaper

Designed 24 pages of edit six times a year at a county-wide, professionally edited, teen-written color newspaper; art directed and supervised student photography and illustration; produced marketing and collateral PDFs as well as digital rate kits and newsletters. Taught editorial best-practices illustration seminars to teen artists.

KCET Newsletter

Recruited to completely reformat subscriber newsletter for LA public television station. Conceived new format, look, logo and fonts, then created template for design staff.

Pacific Standard Magazine

Converted a year of print magazines to rich media app versions for sale in the Apple Newsstand.

Autumn Leaves

Designed, produced, and in one case illustrated, three full-color, art-intensive books for leading crafts-industry publisher.

Washington Life Magazine

Redesigned and art directed lifestyle/political magazine based in Washington, D.C. Produced new format; redesigned and re-organized all inside edit, built full templates and style guide manual, trained support staff in execution.

Pink Pea Media / Dottie's Magic Pockets

Co-founder/creative director of kids video production company; created all logos and branding; concepted, designed, photographed and produced extensive print and digital marketing, including pitch books, posters, CD and DVD packaging, and email newsletters. Designed and coded two full websites. Created animations and styled characters.

CORPORATE

LIBERATION PUBLICATIONS, INC., LOS ANGELES, CA

Art Director, The Advocate • 2000 to 2001

- Promoted to lead art direction for an award-winning, national, biweekly newsmagazine with a circulation of 100,000. Manager of a creative/technical staff of four and an annual budget of up to \$225,000. Reported to Creative Director.
- Produced all layout, design, and pagination; art directed photo shoots; assigned and edited photography and illustrations. Hired and collaborated with vendors. Created and produced full-size and spot illustrations.
- Governed all pre-press activities, ensuring the overall quality of the printed magazine. Directed varied tasks, including image research, high-quality image correction, digital photography and color management.

MAJOR PROJECTS & ACHIEVEMENTS

- Won the Maggie Award for Best Magazine in Politics and Social Issues in 2000 & 1997.
- Hired and trained staff in digital imaging and color management and wrote the digital imaging and bureau manuals; Developed and managed in-house digital archiving system for text, graphic and image print files.

Associate Art Director, The Advocate • 1996 to 2000

- Designed and illustrated 40-50 pages of magazine editorial a month; paginated the magazine. Designed and formatted all news website pages, uploaded and debugged the final website biweekly. Designed and animated PowerPoint sales presentations, designed marketing materials and advertising sales kits. Reported to Art Director.

Accomplishment: Worked on book and catalog design in addition to graphic design for three consumer magazines; was selected to exclusively focus on The Advocate.

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BOOK SOUP, LOS ANGELES, CA

Associate Marketing Manager • 1990 to 1996

- Created and maintained the visual identity of an independent bookstore and restaurant. Designed and produced environmental signage, invitations, event calendars, menus, business forms, and all manner of collateral and promotional items. Assisted in planning and publicizing book events. Reported to the Marketing Manager.
- Produced lavish holiday and day-to-day book displays. Card and gift buyer with highest profit margins to date. Reported to the Store Owner.

KILLINGSWORTH PRESENTATIONS, LONG BEACH, CA

Production Artist • 1989 to 1990

- Designed and generated 2-D and 3-D computer graphics as slides and videos for large-scale, corporate presentations and award ceremonies. Input, designed, shot, developed and mounted slides. Coordinated play in multimedia shows according to script. Reported to the Production Manager.

EDUCATION, SCHOLARSHIPS & AWARDS

B.A., Art, University of California, Los Angeles, CA, 1989

Winner of the UCLA Art Council Fellowship in a university-wide, juried competition, 1988

Awarded the Regents Scholarship, 1984 to 1988, based on high school GPA of 4.2 and scholastic/extracurricular achievement

Won the Maggie Award for Best Magazine in Politics and Social Issues in 2001 and 1997 for *The Advocate*

Finalist for the Maggie Award for Best Magazine in Politics and Social Issues in 2002 & 2003 as guest Art Director

COMMUNITY

Volunteer of multiple local and national community organizations, 1988 to Present

Design judge for the Western Publications Association annual magazine awards for multiple years

Pro-bono graphic design contributor to nonprofit organizations, 1992 to Present

Blogger on vintage style and collecting at LosFabulous.com, 2011 to Present

Co-Founder of ATLA, an alternative art exhibition space, 1989 to 1993