



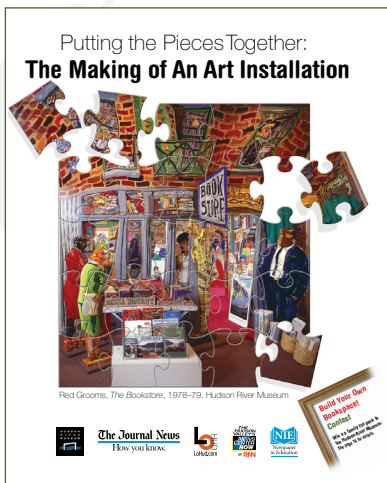
Teresa Pereira Neufeld
 Graphic designer | Illustrator | Painter
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 914-582-1203 | peartree1969@yahoo.com
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BROCHURE, LUDLOW GREEN



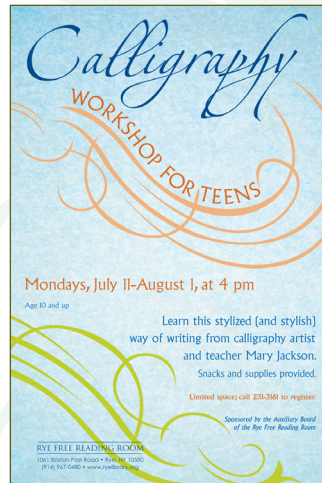
ADVERTISING CAPABILITIES BROCHURE, THE JOURNAL NEWS



COVER DESIGN, NEWSPAPER IN EDUCATION SUPPLEMENT



ILLUSTRATION FOR RETAIL PHARMACY NEWS



EVENT POSTER, THE RYE FREE READING ROOM



WEB SITE DESIGN, KIDS GO SHOPPING, INC.



WEB SITE DESIGN, GIFT OF LIFE, INC.



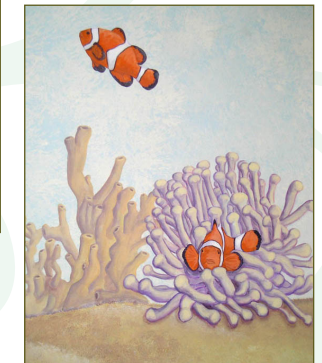
LOGO DESIGN, SWEET MISSION BAKE SHOP



"CAPTURED," EXHIBITED IN AWFULLY BEAUTIFUL ART EXHIBIT IN STAMFORD, CT



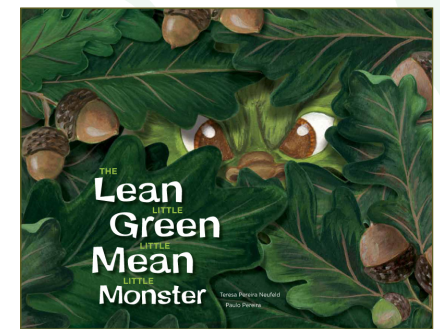
BROCHURE, YONKERS PARTNERS IN EDUCATION



"UNDER THE SEA" MURAL



PAGE LAYOUT, THE RYE FREE READING ROOM NEWS LETTER



CHILDREN'S BOOK ILLUSTRATION AND COWRITING

Ojective

To obtain a creative and challenging position as a designer in the field of graphic design.

Work Experience

December 2009 – Present

Permanent Freelance Designer | The Rye Free Reading Room

Responsible for page layout, art and graphics, typesetting and prepress for bimonthly newsletters, children's room monthly brochures, library event posters, stationery, and annual reports.

July 2009 – Present

Art Instructor | Give group instruction to children ages 5 to 14 from an after school and summer art program from my private residence. A variety of media is used—including watercolors, collage, pastels, clay, fabric and wood—to create both figurative and abstract landscapes, still life paintings and portraits, as well as folk art pieces, weaving and hand painted woodwork.

January 2009 – Present

Freelance Graphic/Website Designer | PearTree Designs

Ongoing clients include: **Yonkers Partners in Education**, Yonkers, NY (event invitations, postcards, brochures, flyers and ads); **Therapeutic Imprints**, Bronx, NY (logo design and brochures); **New Age Beginnings, LLC.**, Larchmont, NY (logo design, web site design and promotional print materials); **Kids Go Shopping, Inc.**; Scranton, PA (logo design and web design)

September 2009 – May 2010

Art Instructor | Yonkers Parks and Recreation

Gave instruction to children ages 5 to 14 for the City of Yonkers' Recreational Department, "Art 101" class. Lessons included still life drawing, landscape painting, drawing the human figure, portraiture, perspective and color theory.

February 2002 – August 2009

Muralist | PearTree Designs

- Paint murals and decorative finishes for self-owned business. Clients include all 3 branches of the Yonkers Public Library, Mount Vernon Library, Desert Sun Restaurant in Mohegan Lake and Blueberry Hill Theatre Group in Ossining, as well of numerous private residences.
- Create digital and hand illustrated client mock-ups as well as ads and promotional materials.
- Design and maintain web site www.pearreedesigns.com

August 2006 – December 2008

Graphic Designer | *The Journal News*, White Plains, NY

- Created advertisements, brochures, promotional materials, logos, and event display banners and signage.
- Created page layout, design and illustration for Newspaper in Education, a monthly educational newspaper supplement delivered to schools.
- Designed logos, web page layouts, web banners and e-newsletters for LoHud.com's online products.

January 1999 – March 2004

Art Director | Max Graphics, New York, NY

- Art direction, page design, page layout, and prepress production of McMahon Publishing Group's news magazines
 - Page layout and text styling of all articles, including layout and composition of complex tables and figures.
 - Digital and hand illustration of art for lead stories, educational reviews, and interior articles.
 - art direction of freelance illustrators and photographers.
 - Online research for art (worked with editors to ensure that all art was appropriate).
 - Pre press production, including preflight, PDFs, and transmission of files to printer via FTP site.
- Designed page layouts and logo identity for new product "Case-based Teaching Guide" series.
- Redesigned existing products "Continuing Medical Education" (CME), "Special Report" sections, and cover-to-cover redesign of *Retail Pharmacy News*.
- Art direction and pre press production of medical wall charts, pocket guides and books, which included design of cover art, text layout and creation of tables and figures.
- In-house design of advertisements and rate cards for McMahon Publishing Group; various advertorial and promotional materials for monthly publications and special editions.

March 1994 – December 1998

Electronic Designer | Elsevier Science, Inc., NY, NY (January 1996–December 1998; *Promotion*)

- Designed 4-color and spot color covers for ESI NY journals
- Typeset, scanned, color corrected, and did prepress for the creation of composite film.
- Designed ads and did page layout and prepress production of classified sections.
- Created digital figure illustrations based on author drawings.
- Created art for journal covers using both digital media and conventional hand illustration techniques.

Desktop Publisher | Elsevier Science, Inc., Tarrytown, NY (March 1994 – December 1995)

- Layout and production of interior pages of 12 ESI Tarrytown journals using templates and style sheets.
- Created computer illustrations based on authors' drawings, scanned and retouched art, and composed tables.
- Created art for journal covers using both digital media and conventional hand illustration techniques.
- Designed ads and did page layout and prepress production of classified sections.

October 1992 – December 1995

Ad Designer/Mechanical Artist | Gannett Suburban Newspapers, White Plains, NY

- Designed display and classified ads for thirteen daily papers.
- Typeset copy for ad mechanicals, and made copy/art corrections to electronic ads.
- Did layout and paste-up of ads for full page Joint Production and Career Opportunity sections.
- Scanned and sized art, produced color separations, and created ad mechanicals.

Education

Fordham University, College at Lincoln Center, New York, NY
Bachelor of Arts Degree in Studio Art, 1991

Software and Other Skills

- Proficient in Adobe Creative Suite 4 (InDesign, Photoshop, Illustrator, Flash and Dreamweaver)
- Proficient in hand illustration, painting and other multimedia arts

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