

ELIZABETH HALE 5747 Matilija Avenue, Valley Glen, CA 91401 [323] 806-1591 liz@lzhale.net www.lzhale.net

design profile]

A dedicated design and visual arts professional with over 15 years of design and marketing experience.

design experience]**PARTNER: OH5 Design Studio**

- OH5 DESIGN is a Los Angeles based communication design company, founded in 2009 by Nan Oshin and Liz Hale.
- Specializes in all forms of graphic communication including editorial, interactive, advertising, packaging and identity.
- Served as creative directors and design consultants to a number of freelance clients in the music and arts industries, packaging design, interactive publications and educational institutions.
- Ongoing website design and maintenance, additional supervision of development as necessary.

DEPUTY ART DIRECTOR: Los Angeles Times Magazine (1998-2008)

- Accurately and effectively art directed and designed the weekly, award winning, Sunday magazine.
- Served as liaison to the Art Director.
- Assigned and purchased photography and illustration, both freelance and stock vendors, that enhanced and informed all editorial needs.
- Participated in production of photo shoots from logistical assistance to art direction.
- Photo and picture editor, pursued a selection of imagery that provided compelling, appropriate visual content.
- Served as in-house illustrator, created detailed vector- based maps.
- Supervised all aspects of digital pre-press production.
- Served as liaison to pre-press and printer (RR Donnelly).
- Served as design team leader.
- Responsible for all web content.

ASSISTANT ART DIRECTOR: Los Angeles Times Magazine (1993-1998)

- Worked with Art Director to execute a consistent and compelling design idea within each weeks issue.
- Responsible for pre-press production elements.

ART DIRECTOR: Slash Records; (a Warner Bros. record label)

- Art directed and designed music packaging for an alternative music record label.
- Worked with recording artists and marketing department to create compelling and unique album identity.
- Created all marketing collateral material: advertisements, posters, catalogues and point of purchase products for each project.
- Maintained creative quality and consistency and meet all deadlines within a given budget.

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clients]

Ann Summa Photography, Morlee Griswold Catalog Development, Poetica Productions,
Creative License L.L.C., Silver Lake Film Festival, Outfest, Rigsby Inc., Killer Shrimp Restaurants,
Sandra Chandler Cinematography, Sanderson Entertainment

education]

University of New Mexico, BFA
UCLA (graphic design)
UCLA (Drawing for Landscape Architecture)
UCLA (Dreamweaver/Flash/ web design)

awards: *art direction | design*]

Communication Arts
Society of Newspaper Design
Society of Publication Design
Society of Illustrators (West)

activities]

Juror: Communication Arts Illustration Annual competition
Juror: '3 X 3' National Illustration Competition
Annual Portfolio Review for Pasadena Art Center College of Design

skills]

Proficient in Adobe CS4: InDesign, Photoshop, Illustrator, Dreamweaver (css/html), Quark Xpress,
Excel, Word, Flash

salary history + references available upon request]