

NANCY H. CARROLL

1727 Noe Street
San Francisco, CA 94131
415.648.8456
nhcarroll@comcast.net

Visit www.nhcarroll.com to see samples of my work.

EXPERIENCE

Carroll Design San Francisco, CA

Creative Director 1991–Present

Provides creative and technical services to new and evolving enterprises from concept through completion. Experienced in graphic design, art/photo direction, project management, production, and copywriting. My clients are listed on page 2.

Addison-Wesley (Pearson Education, Ltd.) Menlo Park, CA

Graphic Technology Supervisor 1997–98

Supervised complex 4/C electronic composition and digital prepress department for national textbook publisher. Managed multiple projects using in-house and outside resources. Developed and implemented departmental policies, procedures, and quality-control standards. Recruited, trained, and reviewed employees.

Graphic Technician II 1996–97

Created master electronic elements (e.g., templates, style sheets, libraries, graphics) and documentation for Grades 3–8 math series. Composed 700-page, art-intensive, Grade 7 student edition. Promoted to Graphic Technology Supervisor.

Production Designer 1992–94

Art directed, designed, and composed Grade 5 student edition of the *Destinations in Science* textbook series. Conceptualized and commissioned instructive visuals to illustrate concrete and abstract science concepts. Created or contracted all series master electronic elements for Grades 3–6 student editions.

Macmillan/McGraw-Hill School Division New York, NY

Graphic Designer 1990–91

Art directed, designed, and produced Grades 3–8 selections, openers, and features for the illustrated reading/language arts series *A New View*. Selected for four-person pilot project that produced all elements digitally.

Assistant Art Director/Production Manager SF Bay Area

Developed, designed, and produced merchandise and promotional materials; reviewed all original art and copy submissions; provided production management and employee training for international book/calendar/greeting card publishers **Carolyn Bean Publishing, Ltd.** (San Francisco) and **Bo-Tree Productions** (Palo Alto). Assisted in the design, coordination, and production of the 200-page, 4/C monthly, *San Francisco Magazine*.

AWARDS

American Library Association Design Competition

Honorable Mention

Writers on Writing, 2/C commemorative book for the San Francisco Public Library

Publishing Professionals Network 30th Annual Book Show

Certificates of Merit (jacket and interior)

Jazz: The First Century, 4/C trade book published by William Morrow (HarperCollins)

Publishing Professionals Network 24th Annual Book Show

Certificate of Merit and Judge's Choice

Destinations in Science, 4/C textbook series published by Addison-Wesley

PPFA National Advertising Competition

First Prize

4/C direct-mail joint promotion for Mitre Box/Out of Hand retail launch reception

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SKILLS

Creative Direction

Graphic Design
Concept Development
Art/Photo Direction
Art/Photo Research
Copywriting/Editing

Project Management

Coordination
Scheduling
Budgeting/Estimating
Vendor Supervision
Quality Control

Production

Digital Composition
Scanning/Image Editing
Digital Prepress
Project Specification
Documentation
Proofing/Press Checks

Software

Adobe Creative Suite
Adobe Acrobat
Microsoft Office
QuarkXPress

APPLICATIONS

Communications

Identity Programs
Annual Reports
Newsletters/Quarterlies
Signage Systems/Maps
Exhibitions/Trade Shows
Custom Forms/Templates

Promotions

Brochures/Direct Mail
Ads/Collateral
Product Catalogs
Packaging/Displays
Banners/Super Graphics

Publications

Trade Books
Textbooks/Manuals
Commemorative Albums
Cards/Calendars

CLIENTS

Academic

Stanford University
University of California, Berkeley

Civic/Nonprofit

Humanities West
The Institute for Food and Development Policy
The Presidio Trust
San Francisco Public Library
San Francisco Sheriff's Department
Sierra Club
Whirlwind Wheelchair International (SF State)

Corporate

AAA
Apple
Avery Dennison
Dealix Corporation
IBM
Levi Strauss

Health/Medical

California Pacific Medical Center
Kaiser Permanente
Santa Clara Family Health Plan
Solano County African American Disparities
Elimination Project
University of the Pacific School of Dentistry

Marketing

Addison Design

Museums

California Historical Society
Hayward Area Historical Society

Publishing

Addison-Wesley (Pearson Education, Ltd.)
editcetera
Harcourt Brace
McGraw-Hill College Division
Modern Curriculum Press
Watson-Guptill
William Morrow (HarperCollins)

Retail/E-tail

Arch Supplies
John S. Brana Jewelry
The Mitre Box
Out of Hand
Stacey's Seafoods