



# anita sheth

New York, NY  
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## EDUCATION :

The University of the Arts, Philadelphia / M.F.A., Museum Exhibition Planning and Design, May 2012  
Rutgers, The State University of NJ, New Brunswick / B.A., Visual Arts and Mathematics, May 1997  
Carnegie Mellon University, Pittsburgh / Sept 1992 - Dec 1993, Architecture

## WORK :

### ■ THE UNIVERSITY OF THE ARTS

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Teaching Assistant (Philadelphia, PA 1/12-5/12); uarts.edu

Assisted seasoned professor with group and individual critiques in a sophomore level Graphic Design studio. Encouraged conceptual thinking, experimenting with multiple meanings and developing visual language skills. Taught for three weeks during the professor's absence.

### ■ MUSEO DE ANCÓN

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Exhibition Developer, U.S. Embassy Intern (Lima, Peru 7/11-8/11); museodeancon.com

Worked independently to develop and design concepts for a small exhibition on the fishing culture and a larger exhibition on the nearby necropolis. Met with the Curator and Director of Archaeology weekly and researched documentation in Spanish. Participated in discussions with archaeologists, reaching out to Ancón community and presenting to the Board of Directors.

### ■ PHILADELPHIA'S MAGIC GARDENS

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Exhibition Designer, Graduate Intern (Philadelphia, PA 10/11-5/11); phillymagicgardens.org

Worked with Executive Director to plan and design four exhibitions. Involved meeting artists, selecting artwork and creating elevations/graphics for a cohesive exhibition.

### ■ MEREDITH CORPORATION

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Art Director, Corporate Marketing (New York, NY 10/07-3/10); www.meredith.com

Supported marketers in four Corporate Marketing departments. Managed branding needs and developed sales materials and print components for integrated marketing programs in a fast-paced environment. Project-based responsibilities included managing senior designer and freelancers.

- Developed national ad campaign showcasing the contemporary feel of our brands through editorial photography in collaboration with Brand Director and Chief Marketing Officer. Managed communication with 14 editorial departments and legal to create an image library.
- Designed and managed Meredith's stationery system, creating uniformity across Meredith business units. Previously there were at least 30 independent identities. Worked on Corporate redesign in 2006 and 2009.
- Collaborated on the planning, art direction and execution of multi-million dollar integrated marketing programs. Included an on-location shoot in designer Eric Cohler's home for Sears Kenmore and a studio photoshoot of real women for Claritin. Executed all print units.

## ■ FREELANCE ART DIRECTION & DESIGN

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Self-employed (Venice, CA 11/02-3/04; New York, NY 4/04-10/07)

- Developed brand marketing collateral for Design West Engineering, Aspen Institute Business & Society Program and Xiom Corporation.
- Executed exhibition graphics for Children's Museum of the East End and developed graphic concepts for Aileron Entrepreneurial Center following established direction at Lee Skolnick Architecture + Design Partnership.
- *Clients Include:* The Aspen Institute (BSP), Coolio Studio Photography, Design West Engineering, First Magazine\*, Funding Exchange, Gillespie Advertising (McCann Erickson), Groundwork Coffee Company, Icon Media Direct, Island Salad, Jackson-Dawson\*, Lalor Creekside Dental, Meredith Corporation\*, National Advocates for Pregnant Women, Robins Leavy Design\*, Skolnick\*, The Strausberg Group\*, Woman's World Magazine\*, Xiom Corporation (\*in-house)

## ■ JACKSON DAWSON COMMUNICATIONS, INC.

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Senior Designer (Torrance, CA 5/00-3/02); [www.jacksondawson.com](http://www.jacksondawson.com)

- Developed visual themes for automotive events and launches including logo design, brochure, packaging and other collateral; art-directed freelance designers to ensure thematic consistency.
- Raised client and in-house expectations for quality of concepts and design. Assumed key role in creating a concise, visually impactful capabilities book for sales kit.

## ■ THE STRAUSBERG GROUP

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Freelance Art Director (Santa Monica, CA 4/99-5/00, 1/03-3/04); [www.strausberggroup.com](http://www.strausberggroup.com)

- Art directed and developed regional and national travel ad campaigns, banners, brochures, direct mail, newsletters and sales kits.
- Managed production on regional vacation planner catalog and ad campaigns from concept and design to final mechanical, including film and press checks, ensuring accuracy and consistency.

## ■ MAKITA U.S.A., INC.

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Designer, Advertising Department (La Mirada, CA 11/97-3/99); [www.makita.com](http://www.makita.com)

- Redesigned image campaign and art directed on-location photo shoots.
- Project diversity included: magazine ads, flyers, brochures, catalogs, direct mail, logos, labels, t-shirts, P.O.P., presentations, tradeshow graphics, line art illustration and packaging. Designed from concept to completion—contacted vendors, retouched images, prepared film, handled on-press approvals.

## AWARDS :

Highest Academic Achievement; Ambassador to the Museum Field / University of the Arts  
Marketing Excellence Award / Meredith Corporation

## SOFTWARE :

Expert Proficiency: Photoshop, Illustrator, InDesign, QuarkXpress, Acrobat, Microsoft Office  
Intermediate Proficiency: Vectorworks / Basic Proficiency: 3D Studio Max, Flash, Dreamweaver