

Sylvia Chevrier
1669 Fickle Hill Road
Arcata, CA 95521
707.826.7840
sylviachevrier@suddenlink.net
www.scdesign.net

FREELANCE DESIGNER / ART DIRECTOR

4/01 – present

LINE56 MAGAZINE

Art Director

12/00 – 4/01

Designed covers and page layouts for all sections of start-up monthly business magazine.
Set up in-house art dept. and art/edit processes where none previously existed.
Modified existing design of magazine to reflect art and editorial needs.
Contracted with and directed freelance illustrators and photographers, with emphasis on location photography.
Hired and supervised freelance designer.
Oversaw prepress production.

THE INDUSTRY STANDARD MAGAZINE

Art Director

6/00 – 11/00

Oversaw day to day operations of art dept. for weekly internet business magazine.
Supervised and directed staff of 14 designers, photo editors and production artists.
Worked extensively with editors to plan each issue.
Designed multiple cover comps and designed final cover on tight weekly deadline.
Planned and assigned art for bi-weekly special insert sections.
Approved all page proofs.

MACWORLD MAGAZINE

Art Director

9/97 – 3/00

Designed page layouts for feature articles of Macintosh computer magazine.
Worked with editorial department to devise innovative art solutions for each feature article.
Coordinated design responsibilities of 4 in-house designers and gave direction as needed.
Anticipated and solved problems in design and production processes.

Contracted with and directed freelance illustrators, photographers and digital artists,
with focus on finding the right person for each phase of every project.
Directed photo-stylists or personally took care of prop purchasing/rental.

Maintained art/design schedules for several issues simultaneously.
Directed color correction and retouching.
Checked color proofs.
Ensured that budget parameters were not exceeded.

MACWORLD MAGAZINE

Associate Art Director

6/92 – 9/97

Contracted with and directed freelance illustrators and photographers in the development of 20-25 pieces of art per issue, being primarily responsible for the News, Reviews and Departments sections.

Oversaw color correction for the above sections.

Assisted the Art Director with special projects as needed.

Worked with editors to ensure that manuscripts and art were compatible in style and tone.

GUMP'S CATALOGS

Graphic Artist/Production Manager

2/91 – 6/92

Designed page layouts, direct mail, packaging.

Directed photoshoots.

Oversaw complete production of 10 catalogs per year.

Assisted with color corrections and press checks.

Hired and supervised freelancers.

GUMP'S ADVERTISING

Graphic Artist

7/90 – 2/91

Designed and directed photography for newspaper and magazine ads.

Worked with copywriters, store buyers, and store executives in development of ad content.

AWARDS

1995 – Present

American Illustration

The Society of Publication Designers

The Society of Publication Designers SPOTS Competition

The Magazine Awards of Western Publishing

PRINT Design Annual 4

New York Photographer's Guild

Ozzie Awards