



Professional Profile: Alana Jelinek

1997 - present

GRAPHIC DESIGNER, PRINCIPAL, ALANA JELINEK DESIGN

GRAPHIC DESIGN CONSULTANCY: Corporate identity and branding; logos; all phases of marketing collateral, brochure design; packaging; newsletters; book design; catalogues; event graphics; illustration; project management and website development. (SEE CLIENT LIST)

July, 1996 to April, 1998

JAMISON CAWDREY ADVERTISING, SENIOR DESIGNER/ART DIRECTOR, CORPORATE IDENTITY, COLLATERAL.

Accounts worked on: SF Zoo, Sierra Club, County of Marin, Wallpapers To Go, and in Restaurant, Hotel and Travel industries, Juice World, Mountain Mike's Pizza

July, 1995 to July, 1996

FOOD AND CONSUMER PRODUCTS PACKAGING. FREELANCE JUNIOR DESIGNER.

Landor Associates, SF: packaging (Clorox, Gerber baby food redesign)
Axion Design, San Anselmo, CA: packaging (Sara Lee, Jimmy Dean, Hewlett Packard)

March, 1993 to July, 1995

WALKER GRAPHICS/WACE SF. HI-END ELECTRONIC PRE-PRESS MAC/SCITEX

Production, pre-press art, creative retouching. Clients: Pepsi Cola, Healthy Valley, Clorox, Microsoft, and other Fortune 500 brands.

1991 to 1993

JUNIOR DESIGNER — FREELANCE: More Now Advertising: catalogues • Galoob Toys: Toy packaging • PG&E: technical drawing/presentations • Global Business Network: powerpoint presentations

PC TIME, S.F. , desktop publishing Small business clients, computer instruction, system maintenance

1971 to 1976

SELIGMAN & LATZ, INC. SENIOR ART DIRECTOR/CREATIVE DIRECTOR, NY, NY.

In-house agency for hair care, salon services and beauty products. Print, sales promotion, pop and TV. National consumer ads. Supervisory

(1970 to 1978) FREELANCE DESIGNER: Illustration, Layout Helena Rubinstein Cosmetics:

POP display. Macy's, New York: newspaper ad layout. Avon Products: catalog pages.

Woodward & Lothrop Department Store: Washington, DC, fashion illustration. Estee Lauder,

New York: sales promotion design.

1978 to 1991

STUDENT, ART TEACHER, MOM, FINE ARTIST AND CATERER

recent exhibits

"We're All Photographers Now", Musee Elysee, Paris ("Ontology" photographs), July, 2007

client list

Present and Past Clients:

Kodomo, Inc.
Dreyer's Grand Ice Cream
Business Arts Council
Bay Area Discovery Museum
Friends of Recreation and Parks (Golden Gate Park)
CORA
Living Color Landscaping
Professional Women's Network
Adelante Familia
Narika
Business Arts Council
Association of Fundraising Professionals, Golden Gate Chapter
Unico Pacific (Consumer products)
Marin Abused Women's Services / Transforming Communities
Changemakers Foundation
Solano Safequest
Sunny Hills Children's Garden
SoftPlus, Inc
Ca-Rem Frozen Juice Bars
Blind Pig Records
Snickerdoodle's Children's Boutique
Ace Wasabi Flying Sushi
SF American Marketing Association
Sustainable Enterprise Conference
BALLE, Sonoma County
Elixer Natural Foods
Sonoma Overhead Doors/Access Control Systems

education

GreenMBA Candidate, DOMINICAN UNIVERSITY, current

BFA, SAN FRANCISCO STATE UNIVERSITY, 1984 (Honors 1982-83)

CCSF, 1990 Desktop Publishing Certificate

SCHOOL OF VISUAL ARTS, NY, NY: type, design

FASHION INSTITUTE OF TECHNOLOGY, NY, NY:

fashion illustration

DUQUESNE UNIVERSITY, Pittsburgh, PA: journalism

Ongoing: Design, Technology and Business Development Seminars and Workshops

on-line portfolio:

www.alphagrl.com

www.farmgraphics.com

contact information

Alana Jelinek

ALANA JELINEK DESIGN

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references available on request.