

917-204-8109
eagaillard1@gmail.com
Located in New York City

Elena Andrews Gaillard

InDesign • Photoshop • Illustrator • Acrobat • PowerPoint • Word • Excel

Traditional/Digital Design
Print Production
Presentations
Ebooks
Editing & Copyediting

PC-platform graphic designer and print project manager with 30+ years experience creating a wide variety of print and digital documents.

Proofing, copyediting and rewriting for accuracy and clarity.

Photo retouching and stock library searches.

PowerPoint with purpose, for online or live presentations.

On-demand print and ebook design and production—formatting, export and upload file maintenance for major systems (Kindle, Nook, iBook, etc.).

Original concepts and design, and/or coordination with existing graphic standards.



traditional
Retro
modern
Elegant
PEACEFUL
professional
EDGY
casual
VINTAGE
SURPRISING
appropriate

GRAPHIC COORDINATOR, SKIN CANCER FOUNDATION
FEBRUARY 2010 – DECEMBER 2018

Responsible for public education and internal design/print projects, from conception to content and layout, budgeting, and final print production and shipping/mailing. Problem solving for successful outcomes of time-critical projects. Coordination with other departments to achieve project goals.

- Print production and supervision of offset, web and digital printing projects.
- Print purchasing including estimates, specifications, quotes and recommendations.
- Public education materials including newsletters & clinical brochures
- Purchase & maintenance of mailing lists, working with mailhouses for publications and invitations.
- Production of annual *Journal* (100+ pages), including outserts, advertising pages and mailing prep.
- Design and production of program and collateral materials for annual Gala.
- Creation of infographics for presentations, posters and web articles.
- Working with outside designers, ensuring production goals are met.
- Working with language translation services, including hiring and proofing. Brochure design/layout/proofing in Spanish, French and German.

FREELANCE DESIGNER, 2003 - 2010, January 2019 - present

Design and production of print pieces, web sites (using Wix) and presentations for various clients, including concept, layout, illustration, print estimating and digital photography.

COMMUNICATIONS SPECIALIST, USI CONSULTING GROUP, 1991 – 2003

Performed all phases of project management for client communications, from proposal and sale to content and layout, budgeting, final print production and shipping. Client focus, problem solving, influencing of decisions and outcomes. Client contact through all stages of time-critical projects. Coordination with other offices to achieve project goals.

- Design and print production of client and in-house printed materials, including brochures, newsletters, forms, posters, flyers, benefit statements, folders and kits, presentations, mailings, invitations, stationery, marketing and promotional pieces.
- Writing, editing and proofing of technical documents into clear, “user friendly” language and format for clients’ employees.
- Specification and upholding of graphic standards for client companies.
- Purchase and maintenance of mailing lists for marketing newsletters and notices.
- Working with language translation services, including hiring and proofing.
- Training of coworkers in use of software, special features.

SPECIAL INTERESTS

- Taught orchid horticulture classes at New York Botanical Garden 2000-2015.
- Digital photography • Birdwatching • Orchid growing • Knitting

EDUCATION

Brooklyn College, 1978-1982; Bachelor’s Degree in Art, Summa Cum Laude.