



Hello!

My name is Inna. I am a graphic designer, with special emphasis on print. My education started at the Moscow Museum of Fine Arts. My instructors were some of the best Russian artists, art experts and professors of their time. I received my BA degree in Moscow from the Moscow State University of Art. I recently earned a second degree in graphic design from Westwood College of Technology in Denver, Colorado. I passionately love my profession, embracing challenge. Whether working on my own or as a part of a team, I am dedicated to my work.

Weaknesses

1. Not too emotional. Do not expect me to mourn the death of the office goldfish. I rather go and buy another one.
2. Not too tall (5'4"). Do not expect me to join your company basketball team.
3. Not a good fighter. I avoid unproductive confrontations. If you are looking for someone to add stress to you life, I would not be a good fit.

Strengths

1. Low anxiety level, endless patience, and the ability to meet deadlines no matter what. I have perfected these skills utilizing my two teen-age boys as a test case.
2. Leadership and management skills: extensive experience in managing the unmanageable in a team environment (ask me and I'll tell you about it).
3. Conceptual mind. In my mind's eye I see great concepts and I know how to make them into tangible designs.
4. Tons of creative ideas... but their number can be reduced upon request.
5. Good organizational skills.
6. A quick study — explain something to me once — that's enough.
7. Easy going, joyful, full of energy, and fun.

At the risk of sounding egotistical, I could be quite a catch for your team! If you take a chance by offering me a design opportunity, you will have no regrets.



Project: Ranch Dressing Billboard

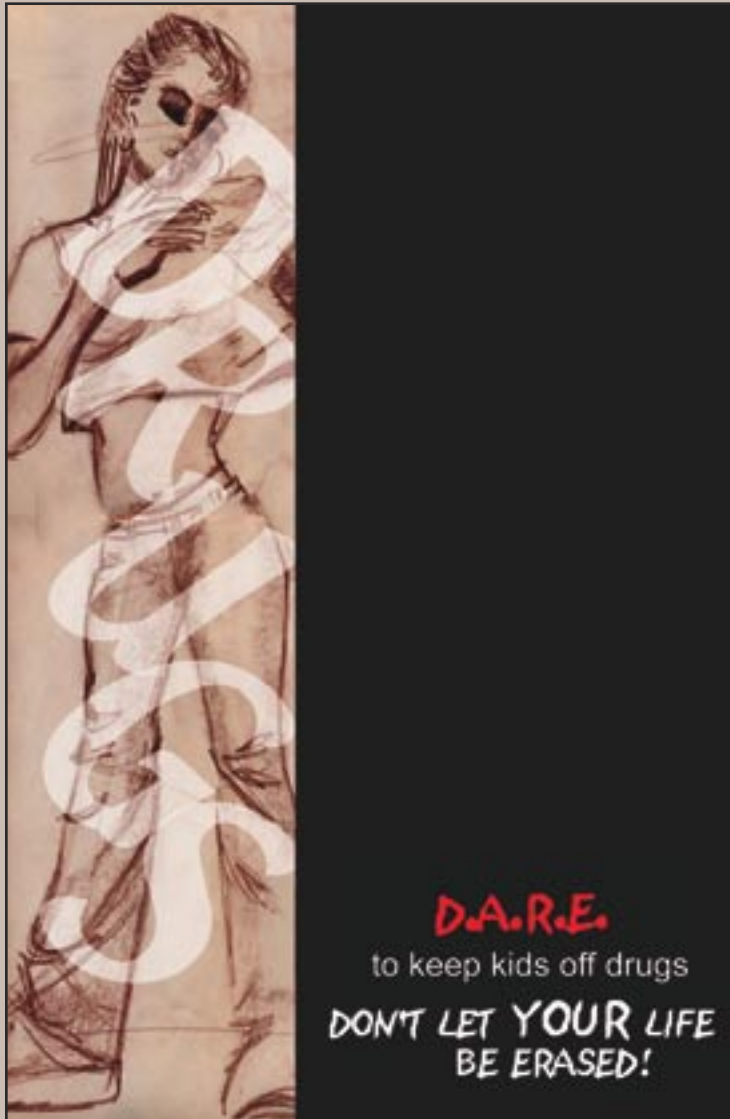
The idea behind this design is to emphasize that the salad dressing is not just an additive to a meal, but could also be the most attractive part of the meal. This concept is derived from the familiar phrase “Don’t forget your vegetables.” But in this case, by prominently featuring the bottle of salad dressing and diminishing the brilliance of the colors on the plate of vegetables, what really is being said is “who wants vegetables without some tasty dressing?” Statistically, irregularities, such as misspellings, distorted images or concept contrasts facilitate better memory retention and so better promote the product.

Since the billboard will be seen by the target audience for only a few seconds, the images used in the design are familiar and simple — the bottle of “Ranch” dressing, the dry mix and a vegetable plate.

The colors selected for this design were picked up from the label and mix package for easier recognition and immediate association with a familiar product.

The font and its size were chosen for quick, easy readability while driving past the billboard at highway speeds.

DRUGS



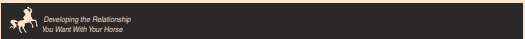
Project: DARE Poster

This poster is designed to show the meaninglessness of life when it is affected by drug use — life gets erased, no past, no future. It is designed to remind the target audience that there is a place they can go for anti-drug help. Thus, its purpose is both to prevent drug use, as well as to save those already addicted.

The target audience of this poster is teenagers. Teens respond positively to visual images, hence, the anti-drug idea is not only expressed in words, but also reinforced in the image of the bored teenage girl. Boredom reflects the most common reason for teenage drug use. Illustration was the preferred visual medium for several reasons:

1. Teenagers like to draw, sketch and cartoon — they will be initially attracted to the ad based on the illustrative technique.
2. Illustration is created by the hands of humans, sending a subtle message that anti-drug help will be very hands-on and personal.
3. A vague, almost unfinished image corresponds with the general emotional and psychological instability of teenagers.

The letters of the word “DRUGS” in the left part of the poster appear like an erased inscription, supporting the tag line “Don’t let your life be erased.”



EQUINIMITY

Victoria Smith
254 Cherry Street
Broomfield, CO 80020

21 September 2002

Dear Mrs. Smith:

Lore vendre comny guat am nis nosle nisi dolor nri exenotrad do didor sias utpat lum lure mamim ver ad magna augiatin hent doloboreet, vubput nulla facilis er adpsummy niat er arm velestrud u lukomorya dub zeleryi zlataya zep na dube tom, i dnyom, i noodyu kot uchoni vce hodli po zepi krugom. Idol napravu - peen zavodit, nalevo - skazuu gosovit. Tam - chudesa - tam - lesly brodit, rusalka na velyah sidi. Tam na nevedomih dorozhkah - sledi nevadimih zverey, izubshka tam na kuryih noozhkah stol bes okon bez dverey. Tam vo dvorez zarevna tuzhit, a sary volk ey verno sluzhit, tam slupa s Babaya Nagry idel - brodyt sama soboy. Tam zar Kozhey rad zatam chahnet, tam - rassiky duh, tam - rassyo palnat. I ya tam bil myod - pivo pil, u morya vidit du zeljony, pod nimsidil i kot uchonyy svoi mne skasati gosovit. Odnu ya pomnyu, skasatu etu povedayu seichas ya svetu.

Is vereska naplok zabli davnim - davno, a bil on slazhe myoda, pyaneye, chem vino. V kotlah ego varili i pili vsyey semioy malyuki medovoi v pezerah pod zemlye. Prishoi korol Shoflandsky, bezzhalostryi k vragam, pogral on bednih pilkov k skalistim beregam. U kamennih utsov v polyah todroy zemli maluki medovariprut sebe nastili. Na vereslovom pole, na pole boevom kozhat zhivoy na myotrom i myortyri na zhivom. Leto v strane nastalo, veresk opyat zveltyet, no nekomu gotovit vereskoviy myod.

I vot korol promohil opyat v moyom kraju zveltyet duashisty veresk, a myoda ya ne piu. No vot ego vassaal primetily dvuh, poslednih medovarov ostavshihyay zhivih, vishli oni izza kamnya zhuryas na bely svet, stary gorbatly kartik i malchik, piashadzaly lit.

Grano korol promohil, gibel oboh zhtyot, etly ne skazhete chyty, kak vi gotovili myod. Tul goske razdalya, skahayu, velkyi korol, pogosviti s tobroy s glaza na glaz pozocil, malchiku zhtyru ne zhalko, gibel emu nipochtom, mne protovait ovoyu sovesti sovostno budet pri nyom. Puskal ego kepko svyazhul i broyvat vpushinu vod, i ya nauchu shoflandzav gotoviti staryniy myod.

...zamer poslednyy lric. I ehom emu otveli i obniva otz - stariic: pravdu skazal ya, shoflandzi, ot sina ya zhdal bedi, ne veriy ja v stolkost yunih, ne broyuzhkih borodi, a mne i kashyor ne strashen i pust so mroy umyod moya svyataya taina, moy vereskoviy myod.

Is vereska naplok zabli davnim - davno, a bil on slazhe myoda, pyaneye, chem vino.

Sincerely

MEdward

Marsha Ednard

Phone 303.665.7175

Cell 303.579.0347

www.equinimity.com



EQUINIMITY

2187 Sunrize Lane
Louisville, CO 80765

Mrs. Victoria Smith
254 Cherry Street
Broomfield, CO 80020


Project: Logo/Stationery Package

The mission statement of this small horse-training company is to bring people closer to nature without humans dominating nature by means of force or violence. Since the company's philosophy is to create harmony between man and nature, the logo is a centaur representing the most harmonic combination of human being and horse.

This project required extreme economy in the design and reproduction processes, so the

logo was developed in black. Color was introduced into the stationery design through the use of earth tone papers. Each of the three elements of the package — business cards, envelopes and letterhead are printed on paper of different colors (olive, brown and beige). The black logo presents an effective tonal contrast on the colored paper for dynamic visual impact.

Rembrandt



not only
are they
good runners
they have

NICE TEETH

too,
ever wondered

WHY?

NOW, OF COURSE WE'RE JUST
KIDDING. BUT FOR ALL OF US,
REMBRANDT ONE - HOUR
SMILE WHITENING
PROGRAM
IS THE ONLY WAY FOR
WHITE, SPARKLING,
HEALTHY LOOKING TEETH.

REMBRANDT
ONE - HOUR
SMILE WHITENING PROGRAM

Project: Rembrandt Toothpaste Ad

This is an ad for Rembrandt toothpaste, created for parent, child and teen magazines. The colors of the ad are custom per ad layout, designed to be in contrast to the main pallet of each specific magazine for effect and impact. The amount of color in the ad is designed to focus the reader on the text and avoid unnecessary distraction. The selected typeface and its color are intended to draw

attention and to send a simple, straightforward message.

The image of the cheetah is cartoon-like and will act to initially attract the viewer into the ad be they a parent or child.

Project: AT&T Ad



**GET
CONNECTED
WHEREVER
YOU ARE**

**CALL OUR SALES
REPRESENTATIVE TODAY
1 888 290 4613**

AT&T Broadband

In this design, different sizes of phone sets imply that the distance between AT&T customers does not affect the quality of connection. This ad is intended to convince potential customers that AT&T is the most dependable and high performance long-distance provider. Since the ad is designed for broad circulation, with no specific or niche target

audience in mind, the images utilized are familiar and easily understandable to the general public.

The size of this ad and its two-color design facilitates its economical and frequent use in newspapers and magazines to reach as many potential customers as possible.

Project: T-shirt



This T-shirt is designed for people to give as an expression of apology for some embarrassment, attitude, bad mood, or failure. The red eye and scratch-like red letters reflect any unpleasantness, inner disharmony or anger that the recipient of the embarrassment or attitude may feel. The white

kitten and white script illustrate the “better side” of the person committing the negative act as if to say, “I’m not as bad as you may think based on my actions or words.”

Project: Resume

INNA VAISBERG

105 Pine Street
Broomfield, CO 80020

vvaisberg@mindspring.com

Phone 303 465 6494

EDUCATION

Westwood College of Technology
Denver, Colorado
*Graphic Design and Multimedia,
Associate*

Moscow State University of Art
Moscow, Russia
*Bachelor Degree in Art Management
Moscow State
Art Management Scholarship*

WORKING EXPERIENCE

Design Consortium
Denver, Colorado
Intern, Associate

Internet Technology School
Freelance Designer
Mile High Graphic

Intern
Glikart
Toronto, Canada
Freelance Designer and Illustrator
Moscow District office
Moscow, Russia
Art Management Intern

COMPUTER SKILLS

Macintosh, Windows
• Adobe PhotoShop
• QuarkXPress
• Adobe Illustrator
• Adobe InDesign
• Director 8
• Microsoft Office

SPECIAL SKILLS

• Drawing
• Painting
• Story boarding

OTHER EXPERIENCE

Boulder Journey School Inc.
Part-time teacher

ADDITIONAL INFORMATION

• Immigrated to USA in 1992, status-
American citizen
• Moscow student Art Show Award
• Member of Boulder Art Association
• Bilingual