



SUMMARY OF QUALIFICATIONS

- Ten+ years of experience creating advertising, direct mail, collateral, web design and on-line marketing materials at international ad agencies: keeping the branding consistent from concept development through client presentation, production coordination and delivery
- Five years experience developing CD-ROM- and web-based curriculum products
- Proven ability to lead a design department by prioritizing effectively, motivating team members, and following through to ensure on-time project completion in a deadline-driven environment
- Dedicated to creating market driven design solutions based on astute assessment of client needs
- Skilled in Adobe InDesign, Photoshop, Illustrator, Flash, Dreamweaver, HTML and CSS for Mac/PC
- Bachelor of Arts and Communications, University Darmstadt, Germany

PROFESSIONAL EXPERIENCE

FREELANCE DESIGNER • 1105 Media Inc., San Francisco, CA • 2009

Created digital and printed B2B marketing material for trade shows: web sites, banner ads, email templates, e-brochures, magazine ads and show directories.

SENIOR ART DIRECTOR • Winning Directions, South San Francisco, CA • 2002–2008

Designed award-winning direct mail and websites for political campaigns and organizations that significantly contributed to the election of candidates. Led up to five staff artists creating hundreds of mail pieces in fast-paced environment delivering on-time solutions.

ART DIRECTOR • Decision Development Corporation, San Ramon, CA • 1997–2002

Improved CD-ROM- and web-based curriculum products to align to state curriculum standards, allowing them to be purchased out of the state's instructional materials budgets. Designed interface, graphics, simulations, and printed support material for educators and students. Clients included: Pioneer New Media, SETI Institute, Kendall/Hunt, and Decision Development Corporation.

ART DIRECTOR • MSH Entertainment, San Francisco, CA • 1996–1997

Created company logo and corporate identity and web page, video and multimedia graphics, and interface for Jacs (animation production software).

SENIOR ART DIRECTOR • Bozell Advertising, Frankfurt, Germany • 1989–1994

Provided creative direction for Europe-wide Chrysler account; included magazine advertising, collateral in 14 languages, plus point-of-sale material for car dealerships and trade shows resulting in increased car sales. Managed projects from concept through presentation to coordination, supervision of photography, pre-press and print production for Henninger Braeu (beer), Kork (parquet floor), and Unisys (computer).

ART DIRECTOR • TBWA Advertising, Frankfurt, Germany • 1984–1989

Responsible for conceptual design and art direction of nationwide advertising campaigns and promotions that contributed to sales growth. Clients include: Bosch (car parts), Delsey (luggage), Dunlop (tires), Henkell (champagne), Rubbermaid (plastic container), Saab (cars), Suedzucker (sugar), Sopexa (cheese), Viasa (airline).

AWARDS AND PROFESSIONAL AFFILIATION

2008 Pollie Awards, Gold and Bronze, American Association of Political Consultants Member, AIGA: the professional association for design

ADDITIONAL EDUCATION

WEB PRODUCTION CERTIFICATION • San Francisco City College, San Francisco

Multimedia Process and Production, Flash, Actionscript, Dreamweaver, HTML, CSS

3D MODELING AND ANIMATION CERTIFICATION • Computer Arts Institute, San Francisco

3D animation, desktop publishing, web page design

"Marina is a very talented and accomplished Art Director whose skills span both print and web design. Her contributions as a freelance Art Director consisted of design through final delivery. Additionally, she had a remarkable attention for detail, was on time with her assignments and worked well with managers and colleagues."

Michael Hollister, Director of Creative Services, 1105 Media Inc.

"Marina is a creative professional who has consistently delivered top quality work – direct mail, collateral, advertising and web solutions – the list goes on. As Chief Operating Officer of Winning Directions, I've worked directly with Marina for over 6 years and in that time she has impressed me with her ability to think creatively and constructively. She immerses herself into every job and strives to exceed expectations. In the fast-paced environment of political campaigns, I relied on her to lead the staff artists, deliver on time and keep her humor. I would work together again in the future and I wish her nothing but success. I recommend Marina enthusiastically."

Peter Moran, COO, Winning Directions

"I have used Marina to design and develop my new companies web site and corporate identity. I am exceedingly happy with the quality of her work and highly professional ethos in getting things done by a deadline. Above all else her creative talents are second to none and she has helped deliver the identity for Squeeze Technology that I originally had in my head and more. She took me through all phases of the process quickly and easily making suggestions and recommendations for my industry that she had researched. From initiation to final delivery and I couldn't be more happy. You will not regret using Marina Luderer's services for any of your design and creative requirements and you will benefit from many years of her global experience."

Elliot Lawrence, CEO, Squeeze Technology