

# CURRICULUM VITAE

## PAULYNN CUE

### OFFERING

I am an accomplished high-energy creative and senior art director and designer with 17 years of professional experience, including 10 years as a freelancer. I offer excellent creative/visual strategy and design for information, identity and marketing communications. I am also skillful at lead development, needs assessment, proposal and contract development, client and team interaction and product development.

I am able to multi-task on several projects at a time or to focus on one project at a time, as a guide leading a team, working side by side with my teammates, as well as work independently.

### WORK EXPERIENCE

#### **PAULYNN CUE DESIGN** – June 1998 to Present

*Freelance Creative and Art Direction, Design and Marketing*

I am responsible for creative direction and visual design for websites, user interfaces, print collateral, merchandise, and identity and branding programs for a variety of clients in an array of businesses and industries including social media, consumer, retail, professional services, entertainment, B2B and non-profits. As a freelancer, I have gained invaluable knowledge in all aspects of the business of design including lead, design brief and project development, needs assessment, proposals and contract writing, project scheduling and management, hiring and working with consultants and vendors, design and production. In addition to my freelance design work, I helped start up and lead design for Ironpond Media, Archimage Productions, and WW Innovative Group, I co-produced the first GenArt fashion show in Los Angeles, and was a part-time Graphic Design Director for an architecture and interior design firm.

#### **FABRIC INTERACTIVE** – January 2007 to Present

*Art Director and Designer*

Responsible for creative direction and visual design for user interfaces, websites, print collateral and identity/branding programs for a variety of clients including social media, consumer, professional services and B2B. I also helped to develop strategic marketing and outreach programs for clients in the fitness and music industries. [www.fabricinteractive.com](http://www.fabricinteractive.com)

#### **NEXTAID** – January 2004 to September 2007

*Creative Director and Designer*

As creative director, graphic designer and webmaster for a non-profit humanitarian organization, I was responsible for transforming the presence and marketing capabilities of NextAid through a complete visual strategy and redesign of the branding and identity, corporate communications, and website, as well as sponsorship packages, marketing presentations, merchandise and advertising. The strength of NextAid's visual program was integral in activating support from major brands in the electronic music industry such as eMusic.com, Winter Music Conference, Remix, BPM, Universal Music, and DubSpot. NextAid is building a residential eco-village in South Africa for children orphaned by AIDS. [www.nextaid.org](http://www.nextaid.org)

## **GENSLER** - March 1995 to September 1999

*Lead GIS Systems Designer / Graphic Designer*

I was responsible for leading the GIS department in development and design for computer aided facilities management systems (or Gensler Information Solutions) for Fortune 500 and 100 companies. I conducted needs assessment consulting, and designed customized GIS systems to fit our client's needs. I co- led large teams (12-20 people) in data gathering, design, development, production, installation and client training for GIS systems comprising several million square feet of real estate for clients such as City of Los Angeles, Bank of America, and Warner Brother. After leaving Gensler to focus on graphic design, I was hired by Gensler's president to design and program animated presentations for executive marketing and promotion. [www.gensler.com](http://www.gensler.com)

## **LINK SYSTEMS | CPG ARCHITECTS** – October 1993 to February 1995

*Senior Designer and Project Lead*

I was responsible for refining and expanding Link Systems' CAFM services. I implemented systems for and managed clients including Sony Music, MTV Networks, and Greenwich Capital Management.

## **FORESITE PLANNING, INC.** – 1990 to 1993

*Office manager, space planner, interior designer and project manager.*

Clients included Rogers and Hammerstein, Andrew Lloyd Webber, and The Royal Thai Consulate. As the Recession of the early 90's hit, I researched and was an early adopter of computer aided facilities management systems (CAFM). I taught myself and other staff how to design and build systems for our clients. I developed a new service, which generated income for the company, and helped offset loss of income during the downturn in the construction market.

## **EDUCATION**

### **NEW YORK UNIVERSITY CE** – 1994

Advertising and Communication Design

### **CARNEGIE-MELLON UNIVERSITY** – 1987 to 1989

Architecture – Major

Graphic Design and Industrial Design – Minor

### **PARSONS SCHOOL OF DESIGN CE** – 1986 to 1987

Commercial (Graphic) Design

## **SOFTWARE PROFICIENCY**

Adobe Illustrator, Photoshop and InDesign

DreamWeaver / HTML / CSS

Microsoft Powerpoint

Microsoft Office Suite

Macintosh and Windows

Thanks for taking the time to look over my curriculum vitae. Please visit my portfolio at: [www.paulynn.com](http://www.paulynn.com). References are available upon request.

**Paulynn Cue** | [design@paulynn.com](mailto:design@paulynn.com)