

## **Sandra Kelch** | Design Resume 2012

### **Contact:**

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[www.skadstudio.com](http://www.skadstudio.com)

### **Profile:**

Academic and Practitioner:

Major focus in Graphic Design: Publication Design, Professional Practices, Branding and Service Learning

### **Education:**

**1994** MFA: Cranbrook Academy of Art, Michigan

**1985** BFA: The Cooper Union School of Art, New York City

*(See "Professional Development" for printmaking classes since 1994)*

### **Work Experience: Graphic Design**

*(See: teaching history for part-time teaching experience)*

#### **2011-present**

**SKA+D**, *Creative Director*

Freelance full-service graphic design business specializing in branding and print collateral.  
([www.skadstudio.com](http://www.skadstudio.com))

#### **2005-2010**

**Designpool**, *Creative Director*

Mentored emerging designers on information design, branding and identity systems, web, print collateral, and signage for socially-responsible companies.  
([www.designpoolstudio.com](http://www.designpoolstudio.com))

#### **2002-2006**

**Design & Industry Dept @ San Francisco State University**,

*Director of Visual Communication, Coordinator of Graphic Design, Assistant Professor*

Coordinated the graphic design program, curriculum development, wrote a new degree program, taught all areas of design, managed department events, organized the design lecture series, advised students, participated in committee work, hired new design staff, fundraised, developed and implemented brand identity for department.

## **2001-2002**

**MCA Design**, *Art Director*

Worked on logos, branding, and print collateral material and mentored 2 junior designers.

## **1999-2001**

**The Design Room**, *Creative Director*

Under the design director, mentored a staff of three in both print and web, managed clients, organized schedules, conducted meetings and presentations, responsible for press checks and quality control for all print jobs.

## **1997-1999**

**Man Bites Dog, Zimmerman Crowe Design**, *Freelance Graphic Design*

Worked on packaging for Levi's, store displays for Adidas swimwear, ads for The Learning Company, and other collateral.

## **1996-1997**

**PC World Magazine**, *Infographic Designer, feature designer*

Responsible for all information graphics in the magazine, supplemented with feature design.

## **1995-1996**

**Third Space Design**, *Freelance Graphic Designer*

Worked on print collateral that promoted non profit organizations such as annual reports, newsletters, fundraising materials, posters, book covers, brochures and catalogs.

## **1994-1995**

**Adobe Systems**, *F/T Freelance Senior Designer*

Worked on package design for Acrobat and Photoshop. Developed educational graphics such as icon systems for software and tutorials.

## **1993-summer**

**Publish Magazine**, *Freelance Feature Designer*

## **1992**

**Jones and Janiello**, NYC, *Freelance Book Design*

Produced two photographer's books on Cadiz and the Yemen

## **1992**

**Russek Advertising**, NYC, *Freelance Design*

Worked on posters and banners for Broadway events

## **1990-1991**

**SBG Partners**, SF, *Package Design Production and Presentations*

Worked closely with a design and production team to create package designs, package prototypes and presentations for clients. Produced mechanical art for print.

## **1989-1990**

Various Clients, *Freelance Graphic Design*

Clients included AGFA, The Gap, Wadsworth Publishing, Harper San Francisco Publishing, Casper Sullivan Design, Access Press, Woods and Woods, Pentagram, Dunlap and Co., Wilmer Fong Design, Clement Mok

## **1986-1988**

**BGDI: Bay Area Graphic Design, Inc.**, Berkeley, *Designer*

Designed brochures, logos and book covers.

## **1987-1988**

**The Understanding Business**, SF, *Freelancer*

Worked with a large design team to produced map design for the Access Travel Guide, and layouts for the redesign of the San Francisco Yellow Pages.

## **1984-1986**

**Sy Wassying, Inc**, NYC, *Junior Package Designer*

Clients included Pierre Cardin, Sekine, Pertussin, and Mattel.

## **TEACHING Areas:**

**Design:** All levels of graphic design and typography, experimental graphics, socio-political graphics, information design, community/non-profit service learning, professional practice/portfolio, publication design, packaging design, design fundamentals 2D + 3D, graphic design history and theory, printing and prepress for designers, identity design

## **Full-time Teaching Experience:**

2002 -2006 San Francisco State University, Design & Industry Department  
 Assistant Professor, Coordinator of Graphic Design

1990-91 ESS Language School, ESL Teacher, (Osaka, Japan)

**Part-time Teaching Experience:**

1995 -2011 (*listing of specific classes taught*)

SFSU: San Francisco State University, CCA: California College of the Arts, USF: University of San Francisco, KAI: Kala Art Institute, CCSF: City College of San Francisco

<b>Fall 2011</b>	USF	Professional Practice in Design
<b>Fall 2011</b>	CCSF	Design Fundamentals
<b>Spring 2011</b>	USF	Publication Design
<b>Spring 2010</b>	CCSF	Advanced Graphic Design
<b>Spring 2010</b>	CCSF	Design Fundamentals
<b>Fall 2010</b>	USF	Professional Practices
<b>Fall 2010</b>	CCSF	Design Fundamentals
<b>Summer 2010</b> ( <i>workshop</i> )	KAI	Professional Practice for Printmakers
<b>Spring 2010</b> ( <i>workshop</i> )	KAI	Experimental Impressions
<b>Spring 2010</b>	USF	Publication Design
<b>Spring 2010</b>	CCSF	Advanced Graphic Design
<b>Spring 2010</b>	CCSF	Professional Practice for Designers
<b>Fall 2009</b>	USF	Publication Design
<b>Spring 2009</b>	USF	Publication Design
<b>Spring 2009</b>	CCSF	Advanced Graphic Design
<b>Spring 2009</b>	CCSF	Professional Practice for Designers
<b>Fall 2008</b>	USF	Publication Design
<b>Fall 2008</b> ( <i>workshop</i> )	KAI	Printmaking: Intaglio, Monotype
<b>Spring 2008</b>	CCSF	Advanced Graphic Design
<b>Spring 2008</b> ( <i>workshop</i> )	KAI	Printmaking: Intaglio, Monotype
<b>Fall 2007</b> ( <i>workshop</i> )	KAI	Printmaking: Intaglio, Monotype ( <i>co-taught with      Jeanne Lorenz</i> )
<b>Spring 2007</b>	SFSU	Information Design, <i>graduate level</i>
<b>Spring 2007</b>	SFSU	Thesis Mentoring, <i>graduate level</i>
<b>Fall 2006</b>	SFSU	Advanced Graphic Design
<b>Fall 2006</b>	SFSU	Introduction to Graphic Design
<b>Spring 2006</b>	SFSU	Design for Social Change, <i>graduate level</i>
<b>Spring 2006</b>	CCA	Design for Social Change

<b>Fall 2005</b>	SFSU	Advanced Graphic Design
<b>Summer 2005</b>	SFSU	Intro to Graphic Design
<b>Spring 2005</b>	SFSU	Advanced Graphic Design (first session)
<b>Spring 2005</b>	SFSU	Design for Social Change, <i>graduate level</i>
<b>Spring 2005</b>	SFSU	Advanced Graphic Design (second session)
<b>Spring 2005</b>	SFSU	Design for Social Change, <i>graduate level</i>
<b>Fall 2004</b>	SFSU	Intro to Graphic Design (first session)
<b>Fall 2004</b>	SFSU	Intro to Graphic Design (second session)
<b>Fall 2004</b>	SFSU	Advanced Graphic Design
<b>Spring 2004</b>	SFSU	Advanced Graphic Design
<b>Spring 2004</b>	SFSU	Design for Social Change, <i>graduate level</i>
<b>Fall 2003</b>	SFSU	Advanced Graphic Design (first session)
<b>Fall 2003</b>	SFSU	Advanced Graphic Design (second session)
<b>Fall 2003</b>	SFSU	Portfolio Preparation
<b>Spring 2003</b>	SFSU	Intro to Graphic Design
<b>Spring 2003</b>	SFSU	Advanced Graphic Design
<b>Spring 2003</b>	SFSU	Design for Social Change, <i>graduate level</i>
<b>Fall 2002</b>	SFSU	Introduction to Graphic Design
<b>Fall 2002</b>	SFSU	Typography
<b>Fall 2002</b>	SFSU	Advanced Graphic Design
<b>Spring 2002</b>	SFSU	Design for Social Change, <i>graduate level</i>
<b>Spring 2002</b>	SFSU	Advanced Graphic Design
<b>Fall 2001</b>	SFSU	Advanced Graphic Design
<b>Fall 2001</b>	SFSU	Typography
<b>Spring 2000</b>	CCSF	Advanced Graphic Design
<b>Fall 1999</b>	CCA	Actions in the Public Arena: Art + Community
<b>Fall 1999</b>	CCSF	Advanced Graphic Design
<b>Spring 1999</b>	CCA	Graphic Design 2
<b>Spring 1999</b>	CCA	Type 3: Experimental Typography
<b>Spring 1998</b>	CCSF	Computer Typography
<b>Spring 1998</b>	CCA	Graphic Design 2
<b>Spring 1998</b>	SFSU	Seminar in Graphic Communications, <i>graduate level</i>
<b>Spring 1997</b>	SFSU	Experimental Graphics, <i>graduate level</i>
<b>Spring 1996</b>	SFSU	Experimental Graphics, <i>graduate level</i>
<b>Spring 1995</b>	SFSU	Socio-Political Design, <i>graduate level</i>
<b>Spring 1994</b>	SFSU	Socio-Political Design, <i>graduate level</i>

**Awards:**

- 2008** Artspan Art Award
- 2006** Print Magazine, poster design award
- 2005** AIGA, poster design award, "Best in Show" poster
- 2005** City of San Francisco, Honor Certificate, UN World Environment Day, 2005
- 1998** SPD: Society of Publication Designers,  
book cover design award (Wadsworth Publishing: The Invisible Woman)
- 1996** Adobe/Seiko award for Photoshop Illustrations
- 1986** Society of Magazine Designers, feature design award for PC World magazine)
- 1985** AIGA Book Design Award, CU Yearbook Design
- 1981** Full Scholarship, The Cooper Union School of Art, New York City

**Publications:**

- 2011** Artspan, Open Studios Catalog, Featured artwork/print, cover
- 2008** Kala Magazine Featured artwork print, cover
- 2006** Print Magazine West Coast Award Winners, featured poster design
- 2006** Sticks and Stones, book, written essay on socially-responsible design
- 1998** Elements of Web Design, 2nd Edition, Peachpit Press, artwork
- 1997** Elements of Web Design, 1st Edition, Peachpit Press, contributing editor
- 1996** Information Architects, Graphis Publishing, featured cover design
- 1996** Publish Magazine, featured designer
- 1996** Publish Magazine, 101 Hot Tips feature, contributing editor

**Professional Affiliation:**

AIGA, current member