

# Ellen Blythe Rundle

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*Years of diverse experience in advertising, design and new media have provided me with the creative experience to produce work that sells. My organizational and communication skills allow me to work effectively with clients and support staff.*

## Education:

*University of California, B.A. , Berkeley, 1976.*

*Major in Practice of Art — Minors in Art History and Italian. Graduated Phi Beta Kappa.*

*University of Padova, Italy, 1974-1975*

*(Education Abroad Program of the University of California). Special studies in Art History and Italian.*

*Platt College, Los Angeles, 1997*

*Completed 3-month Interactive Multimedia Certificate Program.*

*North Valley Occupational Center, Mission Hills, 2014*

*Completed 2-year Web Design certification program, continuing to learn advanced technologies in preparation for TA position, or substitute teaching.*

## Experience:

### *Current Freelance*

*Ventura Yoga Studio (website design) • Enzo Caserta Landscaping (website design) • Friends of Music NUMC (print marketing) myFandangle (website design)*

*J. Paul Getty Trust. West Los Angeles. Senior Publications Specialist. Created publications and multimedia applications for Information Technology Services group to distribute to Getty community via print and intranet.*

■ **Special projects included development and programming of interactive training for Financial Information Systems, designed Getty Intranet, scripted and began shooting video training for Security staff.**

*Miller Imaging. Burbank. New Media Producer/Lead Designer. Designed websites, interactive interfaces, and company's marketing collateral. HTML programming. Work with Lingo programmers on Director projects and Advanced HTML/Java programmers on web work. Some Flash, 3D, and After Effects.*

*Plaza Travel, International Church of Christ, Fox Home Entertainment, The Ding King, Independent Photo Imagers, Huntington Reproductive Center, Lance Campers, Altamira-group, Spraytex.*

■ **Designed Quicktime movies and interface for company's promotional CD ROM.**

*ProType Computer Graphics. Canoga Park. Senior Art Director. Designed and produced a variety of projects from concept to completion, including marketing collateral, logos, packaging, and web site design.*

■ **Designed a series of glitzy marketing pieces for upscale internet mall sites at the onset of internet growth.**

*Churchill Films. West Los Angeles. Senior Graphic Designer. Produced all catalogs, packaging and promotional material for educational films and curriculum distributed and marketed by the company.*

### *Freelance*

*Poturny & Associates • U.S. Sales Corp. • Donald Lewis Advertising • West Associates • Aplan Information Services Armato Development • Weight Loss Clinic • Keene Engineering • California Integrated Computing*

*Benenson Advertising, Hollywood. Senior Art Director. Produced concepts and designs for advertising and collateral materials for clients in automotive, fashion, giftware and high-tech fields. Supervised art department, handled art direction of photography and print buying.*

**Creative Skills:**

*Ability to produce creative concepts and design work for print and multimedia.*

*Very strong on Macintosh platform, but comfortable on PC as well. Significant years experience in Photoshop, Quark XPress, Illustrator, Dreamweaver, Fireworks, Flash and Acrobat Professional. Currently working in InDesign which has become industry standard in print design, Comfortable in most business software tools. Also have some experience in Premiere, After Effects and ProTools.*

*HTML and CSS coding skills for use in designing websites, basic understanding of JQuery, JavaScript and Action Script.*

*Photographic skills for **basic** product and facility shots. Extensive experience art directing high-end photographers. Experience casting and directing models.*

*Technical writing skills include working with engineers and developers to create instructional material. Typographical skills compliment this task by developing "standards."*

*Familiarity and experience with various types of printing processes from budgeting to buying.*

**Business Skills:**

*Direct experience clients in a variety of industries — software/hardware manufacturers, electronics, business developers, educational materials, automotive, fashion, jewelry and giftware, banking, legal services, weight loss, home appliances, real estate, aerospace, musical theatre, travel, entertainment.*

*Ability to organize and direct the work of others as art director and project manager.*

*Efficiency in use of time and budget in production.*

*Ability to write, edit and proofread copy.*

*Fluent in Italian.*

**References:**

*Gordon Short — President of Friends of Music, client (818) 360-9758*

*Stanley Onaitis — Photographer and graphic designer (818) 340-9744*

*Jeneth McClure — Owner of Ventura Yoga Studio, client (805) 844-0131*

**Portfolio site:**

*<http://www.erundledesign.com>*

## Addendum

### Specialized Education:

*Los Angeles Trade Tech College, 1977-1978, 1983. Advertising and Graphic Art Classes.*

*University of California Los Angeles, 1978-1979. Graphic Art Classes.*

*Advertising Center, 1983. Advertising Concept Classes.*

*WSAAA, 1983. Carson And Roberts Creative Course.*

*Horlick, Levin, Hodges, 1981. Ad Concept class given by Dennis and Jackie Horlick*

*California State University Northridge, 1990. Macintosh computer classes.*

*American Film Institute, 1991. Macintosh computer class - (Photoshop)*

*Info Direct Technologies, 1996. HTML class*

*Platt College, Los Angeles, 1997*

*Completed 3-month Interactive Multimedia Certificate Program.*

*Art Center, 7/97 Web Tools class with Lynda Weinman*

*Getty Center, 1998-2002. Various courses on and off site:*

*Flash, Filemaker Pro, Cold Fusion, Office 2000*

*Multimedia Workshop, 5/99. Advanced Flash and Authorware*

*Project Management, 9/99 (3-day course onsite at Getty)*

*UCLA Extension, 2001-2002 Distance Learning (completed 4 courses in Certificate program)*

*North Valley Occupational Center, Mission Hills, 2014-present*

*Completed 2-year Web Design certification program, continuing to learn advanced technologies in preparation for TA position, or substitute teaching.*

### Early Employment:

1/83-7/85

#### **Freelance**

*Brelin & Peters, Inc. • Joan Lesser, Etc. • International Rectifier • CBS Television Network • DJMC • JGMC  
The Ray Coen Company • Bernard Hodes Advertising • Deutch, Shea & Evans.*

5/81-1/83

***Bernard Hodes Advertising** (Division of Doyle Dane Bernbach), Encino. Art Director. Provided conceptual development, design and production of major recruitment campaigns. Supervised art department and print suppliers.*

5/79-5/81

***Joel Goldstein Marketing Communications (JGMC)**, Santa Monica. Art Director. Was responsible for conceptual development, graphic design and production supervision for advertising and collateral materials for clients in home appliances and interior decorating fields.*

8/78-5/79

***John Coy Design**, Los Angeles. Freelance design and production.*