

Years of diverse experience in advertising, design and new media have given me a comprehensive foundation to transition into the field of Career Technical Education. My goal is to introduce young people and adults to a rewarding path in related fields.



## Credential:

### Clear Career Technical Education

Authorized Subjects: Arts, Media and Entertainment  
Building and Construction Trades  
Business and Finance

Information and Communication Technologies  
Manufacturing and Product Development  
Marketing, Sales, and Service

## 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.

University of San Diego, Professional Development

Clear Technical Education Teaching Credential

North Valley Occupational Center, Mission Hills, 2014

Completed 2-year Web/Graphic Design certification programs (as refresher)

Platt College, Los Angeles, 1997

Completed 3-month Interactive Multimedia Certificate Program.

Additional  
specialized  
courses listed  
in addendum

## Experience:

Futures Academy, Woodland Hills. Art and Career Technical Instructor

Taught Fashion and Interior Design, Photography, drawing, Painting, Art Appreciations (from 8/18/2016 - current)

Assurance Learning Academy, Learn4Life Public Charter. North San Fernando Valley locations. CTE Instructor

Taught Computer Literacy, Soft Skills and Media Arts to at-risk teenagers (from 11/16/2016 - 5/18/2018)

### Current Freelance

Glendale Unified School District (print design for Communications Director)) Ventura Yoga Studio (website design)

Enzo Caserta Landscaping (website design) • Friends of Music NUMC (print marketing)

myFandangle (website design) • Substitute Teaching in CTE courses

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, ui, ux, 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 website design.

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

**Creative Skills:** Ability to produce creative concepts and design work for print, web, social media and interactive platforms.  
Very strong on Macintosh platform, but comfortable on PC as well. Significant years experience in Photoshop, Illustrator, InDesign (and XPress), Dreamweaver, Acrobat Professional. Also have some experience in Premiere, After Effects Also familiar with all MS Office products.  
Basic HTML and CSS coding skills for use in designing websites, basic understanding of JQuery, JavaScript and Action Script, Less and Sass compilers, WordPress, Template Sites.  
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.” Experience writing standards-based art curriculum for High School (VAPA and any CTE related standards).  
Familiarity and experience with various types of printing processes from budgeting to buying.  
Familiarity and experience with several social media channels.

**Business Skills:** Direct experience clients in a variety of industries — software/hardware manufacturers, electronics, business developers, educational materials, automotive, fashion, jewelry and gift ware, banking, legal services, weight loss, home appliances, real estate, aerospace, musical theatre, travel, entertainment.  
Ability to organize and direct the work of others as teacher, art director and project manager.  
Efficiency in use of time and budget in production.  
Ability to write, edit and proofread copy for a variety of platforms including HS curriculum.  
Fluent in Italian.

**References:** Kelly Loney — Literacy Teacher, Learn4Life colleague (818) 636-0046  
Anton Caserta — Operations Manager, Enzo Caserta Landscaping, client (818) 515-2210  
Jeneth McClure — Owner of Ventura Yoga Studio, client (805) 844-0131

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

**Ceramics site:** <http://www.ellenbrundle.com>  
<http://myfandangle.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.*

### 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.*