

polly laporte

109 Watertown Circle, Sacramento, CA 95826

WORK EXPERIENCE

Art Director - 2006-2009 News10 abc, Sacramento

Create and produce materials for print, on-line, multimedia, outdoor advertising and broadcast news and promotions. Produce, shoot and edit commercials for broadcast. Design and manage construction of sets, building and vehicle signage. Manage and train a team of 3 designers. Project manager for complex design projects. Manage and direct talent photo sessions. Worked with promotion team to create and protect brand. Set graphic standards across all platforms. Support sales team with presentations and assist in client sales and support. Member of executive strategy team.

Software skills:

Photoshop, Flash, Illustrator, After Effects, Final Cut Pro, Tri-Caster, PowerPoint, In-Design, Dreamweaver, Sketchup.

Equipment skills:

Digital Video Camera, Light kit, microphones, Digital Camera, Mac and PC computers, Beta SP Video Deck.

Freelance - 2000-2006 News10 abc, Sacramento

Create and produce materials for print, multimedia, trade show booth, Museum exhibits, outdoor advertising and broadcast media. Project manage large, complex design and construction projects. Clients Included: The California Museum, Mervyn's, Honda of Davis, RetCam, Fleishman Hillard, The Idea Factory, Beazer Homes, News10.

Assistant Art Director - 1993-2000 News10 abc, Sacramento

Created and produced materials for print, on-line publishing, multimedia, outdoor advertising and broadcast news and promotions. Designed and managed construction of sets, building and vehicle signage. Managed and trained a team of 3 designers. Directed talent photo sessions. Worked in the field with film crew for talent promotions.

Software skills:

Quantel Hal, Photoshop, Illustrator, After Effects, Sketchup.

Equipment skills:

Light kit, microphones, Film camera, Mac and PC computers, SGI, Beta SP Video Deck, Quantel interface.

Video Production Instructor - Sugarloaf Art, Music and Drama Camp, El Dorado County.

2001 And 2002

1 Week summer camp for students aged 12 - 18.

I taught the Video Production class. The class had 14 students at various stages of learning. Instruction was project based with a one week time period. Class time was 4 hours a day. Taught digital camera basics and editing using iMovie and Final Cut Express.

Awards

Emmy Award for Animation
Northern California

Nominated for 3 Emmy Awards for
Graphic Design and Animation.

PBS Gold Award - Animation

Education and Training

Bachelor of Arts - UC Davis

BAVC classes completed:

Dreamweaver: Introduction and Intermediate, Flash: Introduction, Intermediate, and Advanced, Illustrator : Advanced, Photoshop: Advanced, html, DV: Camera Basics, Lighting, Digital Photography: Introduction.

References and portfolio upon request.

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TRAINING

Professional Development:

UC Davis

Bachelor of Arts Degree - Art
Bachelor of Arts Degree - Spanish
Completed all pre requisites for teaching credential program.

UC Davis Extension

Graphic Design Certificate Program

Packaging Design
Color Theory
Figure Drawing
Chinese Brush Painting
Typography
Business Principles for the Graphic Designer
Women in Design

Gannett Broadcasting / News10

Communication class - 2 day seminar
Gannett mentoring program
STAR - (strategy to attract and retain) 2 day sales training, working with statistics and Powerpoint presentations.

BAVC (Bay Area Video Coalition) bavc.org - etp student 2006 - 2009- (etp is sponsored training program through the State of California)

After Effects CS3 - 48 hours
Dreamweaver CS3 - 65 hours
Flash CS3 - 48 hours
html - 16 hours
Illustrator CS3 - 16 hours
Photoshop CS3 - 32 hours
Lighting for video - 8 hours
Audio Fundamentals - 8 hours
3D: Fundamentals - 8 hours
Digital Photography: Introduction - 16 hours
Adobe Final Cut Pro: Documentary Techniques - 16 hours

WORK EXPERIENCE

cont.:

UC Davis Extension

3 years working as graphic designer
Print experience - layout and design of UC Davis Extension class magazine. Project manage printing process.

Discovery Printing, Sacramento CA

Graphic Designer
1 year experience graphic design and pre press work.

Phillips Design, Sacramento CA

Graphic Designer - 1 year
Work with clients to create concepts and design. Created original illustrations and graphic designs for print.
Supervised every aspect of project from design and client interaction to printing.

KVIE, Channel 6

Graphic Artist - 3 years
Designed graphics for print including full color brochures, magazine "on Six". Created animations and graphics for broadcast.
Awarded PBS Gold for graphic design and animation.

KOVR, Channel 13

Broadcast Designer - 1 year
Created news graphics for broadcast.

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