



# JULIE TENINBAUM BRANDSGAARD

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## EDUCATION

**Yale University**  
New Haven, CT

**Master of Fine Arts (MFA), Graphic Design**  
2001 – 2004

**Parsons School of Design**  
New York, NY

**Certificate in Graphic Design**  
1997 – 2000

**McGill University**  
Montreal, Quebec, Canada

**Bachelor of Arts (BA), Art History Major**  
Minors in Communications and Art Education  
1990 – 1994

## EXPERIENCE

**Freelance Art Director  
& Graphic Designer**  
1997 – Present

- Provide art direction, design, concepts and production for clients including: Knoll, LOGO channel/MTV, Amell Group, Open, *ESPN The Magazine*, Spot Design, Memo Productions, Heavy Meta, Yale School of Architecture, and Casarsa Wineries in Friuli, Italy.
- For larger projects, assemble and manage on-demand team of select talent who bring copywriting, photography, animation, illustration and programming skills to the job, as necessary.

**Freelance Illustrator  
and Infographics Specialist**  
1997 – Present

- Collaborate with Art Directors on editorial illustrations, custom typography and infographics.
- Work under tight deadlines and varying conceptual constraints.
- Clients include: *Fast Company*, *Time*, *The Washington Post*, *Glamour*, *Fortune*, *Money*, *Business Week*, *Latina*, *Foreign Policy*, *Women's Health*, *Real Simple*, *Cookie* and *Portfolio* magazines.

**Senior Art Director**  
October 2005 – March 2006

**Blueprint Magazine, Martha Stewart Living Omnimedia**

- Founding Senior Art Director for start-up publication on design, lifestyle, beauty and food.
- Developed initial layouts, navigation systems, typography and design elements, as well as logo explorations, content proposals, and key visual research for the creation of the premiere issue.
- Developed concepts and shot lists for photo shoots.
- Collaborated with photographers, editors and stylists on photo shoots.
- Reviewed color proofs and worked with Production to assure image quality.

**Teaching Assistant**  
2003

**Yale University**

- Mentored students and aided in teaching 'Introduction to Graphic Design.'

**Senior Designer &  
Assistant Art Director**  
April 1998 – July 2001

**Random House Publishing, Bantam Dell Advertising and Promotions Department**

- Responsible for the creation of marketing materials, from concept to completion. Projects include: brochures, point-of-purchase displays, newspaper and magazine ads, sell sheets, bookmarks, postcards, and premiums for authors such as Danielle Steele and Tom Robbins.
- Worked with vendors to coordinate and supervise photo shoots, to order images, and to specify papers and inks.
- Attended press checks to assure quality printing and color accuracy.
- Designed websites and banner ads using Dreamweaver, Fireworks and HTML.
- Supervised Design Assistant.

**Graphic Designer**  
February 1997 – April 1998

**Penguin Putnam Publishing, Children's Marketing Department**

- Proposed and designed promotional materials for children's books. Projects included: posters, brochures, sell sheets, bookmarks, stickers, temporary tattoos, catalogues, and invitations.
- Supervised jobs on press, worked with printers, approved matchprints, tracked jobs.

## RECOGNITION

- **Jury Member**, Society of Illustrators 54th Annual Competition.
- Visiting **Guest Design Critic** at Fordham University and Hunter College.
- **Guest speaker** at School of Visual Arts.
- **Winner**, AIGA 50 Books/50 Covers, in Best Books category.
- **Invited** by the Type Director's Club, to show poster work at TypeCon.
- **Exhibits** at Yale University School of Art: October 2001, October 2002 and September 2003. Thesis work exhibited May 2004.