

**EVA MACHAUF**

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<http://www.eccentrix.com/business/evamac/>

**OVERVIEW:**

Effective, experienced designer. Create innovative visual concepts, translate ideas into effective business communications.

Strong interpersonal and organizational skills. Excellent client relationships. Able to work on a team or independent basis, coordinate all phases of production—cost conscious, profit motivated. Excellent decision maker and problem solver.

Expert in Quark, Illustrator and Photoshop. Knowledge of HTML, BBEdit, GoLive.

**EXPERIENCE**

2000 to present

**ART DIRECTOR, DESIGNER**

eM Design, 376 Broome Street, New York, NY 10013

*Art direction, design, and production for print and web. Selected projects:*

- Dale Carnegie Training: Concept, design, production of marketing materials for public speaking conference.
- McGraw-Hill: Design, production of direct response brochures for Professional Books
- Tony De Blasi: Design, production for Tony De Blasi, artist site
- eM Design: Design, animation, production and maintenance of site

1997 to 2000

**SENIOR ART DIRECTOR**

American Management Association, 1601 Broadway, New York City

*A worldwide membership-based company offering business education and management development programs for individuals and organizations.*

Managed the art division of the Center for Management Development handling 200 new and 600 revised promotional pieces a year, generating \$60 million in revenue in 1998.

- Supervised staff of six designers and graphic artists, as well as contracted talent.
- Developed creative concepts with marketing department and copy staff
- Reviewed and approved designs submitted by staff and outside designers.
- Controlled and authorized design and equipment expenditures from budget of \$185,000.

1991 to 1997

**ART DIRECTOR**

American Management Association

Oversaw and Art Directed all Professional-Technical Division catalogs, brochures, ads and posters. Revenues increased 94% during this period, from \$48.5 million to \$94 million.

- Collaborated on concept development with marketing and copy staff.
- Oversaw 3 staff graphic artists. Hired and directed outside design and graphic help. Directed freelance illustrators and photographers.
- Converted creative department to digital output. Developed Mac output standards, processes and techniques to maximize creativity in 2, 3 and 4 colors

1990 to 1991

**MECHANICAL ARTIST**

American Management Association

Executed layouts and created designs for brochures, catalogs and card decks, traditionally and on the Macintosh. Product lines included Sales and Marketing, Information Systems, Human Resources and Growing Companies.

