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robin bernstein

art direction | graphic design | creativehotlist.com/rbernstein

:: profile

- Award-winning, seasoned graphic designer, art director and production artist.
- Strong expertise in publishing, packaging and marketing.
- Highly skilled in layout, color and typography.
- Has production and pre-press experience and can take a project from concept to completion.
- Competent working with outside vendors to obtain printing quotes; hiring photographers and illustrators; art directing photo shoots both on and off-site; and helping to train and mentor staff.
- Proven success collaborating with clients, editors and copywriters.

:: skills

Adobe Creative Suites (CS6) Photoshop, InDesign, Illustrator, Acrobat, Quark Xpress, Microsoft Word, Powerpoint, Filemaker Pro. Working knowledge of Dreamweaver.

:: experience

IWA (International Wine Accessories) Petaluma, CA

Art Director | May 2014 to present

- Design and production of 4+ retail catalogs annually with an estimated readership of over 900,000 subscribers.
- Wholesale catalog design. Researched plug in for best practices for importing data in order to produce a 100+ page catalog with 600+ products.
- Concept and executed new online Holiday Pairing Guide to promote sales.
- Design of outdoor podium and lobby signage for new building.
- Work with visual stylists and photographers to art direct off site product photo shoots.
- Coordinate with color correction vendors and printers to ensure ultimate quality of end product.

Robin Bernstein Designs Santa Monica + Marin County, CA

Freelance Art Director | Graphic Designer, 1997 to present

- Concept, design and execute for variety of projects including logos, packaging, brochures, invitations, web products, product launches, advertisements, collateral and media kits.

Canon Communications, LLC (now UBM Canon) Los Angeles, CA

Senior Associate Art Director, 2007 to 2010 | Associate Art Director, 2006-2007

- Art direction of 4+ monthly magazines.
- Work directly with editors and production staff to ensure deadlines are met.
- Concept and design of editorial layouts, covers, tradeshow booths.
- Web design work includes e-banners, blogs, webcasts and e-newsletters.
- Filming and editing editorial video at local tradeshows.
- Saved company over \$30,000+ in freelance design fees by proving to upper-management that redesigns and new designs could be completed successfully by in-house art department staff. Awarded Maggie Award.

Performance Publishing Group, Inc. El Segundo, CA

Senior Graphic Designer | Art Director, 2001 to 2005

- Involved in all areas of the production process for over 55+ chamber magazines including design of advertisements, editorial layouts, cover design, promotional materials and press kits.

Teleflora Los Angeles, CA

Production Designer, 1998 to 2000 - Temporary

- Assisted art directors and marketing staff with design, corrections and final file preparations for print.

Cuisine Perel Gourmet Food San Rafael, CA

Senior Art Director | Graphic Designer, 1994 to 1998

- Administrative duties include billing, shipping, preparing commission statements for brokers, order taking.
- Design of in-house and private label design.
- Design marketing materials including brochures, press releases, point-of-sale and package design for both gift and private label products.
- Involvement in all aspects of product development from concept to container.

:: education

Bookshop - Los Angeles, CA | Class designed to teach Art Directors concept techniques.

San Jose State University, San Jose, CA | Bachelor of Arts, Major: Graphic Design, Minor: Photography

:: awards

MIN's Editorial & Design Awards - Winner Media Kit or Marketing Materials (Design)

Maggie Award - Winner Most Improved Magazine Redesign Trade (circulation under 50,000)

Maggie Award - Nominated Most Improved Magazine Redesign Trade (circulation over 80,000)

Robert Huntzinger Photo Contest - First Prize Color Photograph Kodak

Resolution of Commendation Marin County Board of Supervisors

Recognition for completion of brochure and certificates for Juvenile Hall Detention Leaders.

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Wrap'n Roll™ has become the new trend choice for health-conscious people on the go. Its great taste and versatility help you happily create a lunch (or dinner) meal you can enjoy with you. The wrapping mix of your favorite traditional sweetbread fillings or some of the many Spanish ingredients from the Orient, Mediterranean or Southwest.

Best of all, your filling possibilities are as diverse as your imagination!




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Wrap'n Roll™ has become the new trend choice for health-conscious people on the go. Its great taste and versatility help you happily create a lunch (or dinner) meal you can enjoy with you. The wrapping mix of your favorite traditional sweetbread fillings or some of the many flavorful ingredients from the Orient, Mediterranean or Southwest. Best of all, your filling possibilities are as diverse as your imagination!




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sensors in design 2012
a design west summit

Applying sensor technology to enhance next generation systems

March 29-30, 2012
McEvoy Convention Center | San Jose, California

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- Meet the companies that will, tomorrow, transform and revolutionize our way of living, working, playing, learning, and communicating with our enhanced, intelligent, energy efficient and global sensor technology.
- Evaluate innovative applications of sensors that present new ways to live, measure, monitor and respond.
- Identify growth opportunities as MEMS, Industry Design and Sensor companies present insights on the future of MEMS sensor technology.
- Learn where and how Analog Devices, Intel and other leading sensor technology leaders will be.
- See how sensor fusion allows for new ways to provide data to enhance customer capabilities.

Summit in Design: \$500 March 29-30
Summit in Design: \$1000 March 29-30
Summit in Design: \$1500 March 29-30

www.SensorsInDesign2012.com

The Sensors in Design Summit is co-located with seven other summits at DESIGN WEST. Its content is produced by **Design News** and **EE Times** in association with **MEMS Industry Group**. That means the agenda is packed with expert advice from sources you can trust.

designwest
center for the engineering community

ESC
The Embedded Systems Conference (ESC) has been your "go-to" industry event for 24 years. DESIGN West builds on the rich foundation of training, education and products available at ESC to deliver an introductory, yet experienced, with more learning options, and more value for your money and time spent out of the office. You can attend ESC and also opt for an optional training at the DESIGN West Summit.

Design News
Design News is the leading technical resource, both in print and online, providing technology news, opinion, analysis, and user stories and tutorials for engineers and engineering managers who design consumer and industry specific products and systems that require a sophisticated, turn-key, turn and automobiles to cellular phones, industrial machinery, medical devices, and more.

EE Times
EE Times has led the technical industry in print market share since 1967, and is online market share since 1996.

We're the hubbed source for the entire electronics industry. We address the information needs of technology decision makers at every level of the organization. From the bench designer looking for the right component for his next design to the CEO looking for the next big market to tackle, EE Times delivers the research, insight, and actionable information they need to achieve their design and to stay ahead of the competition. EE Times also reaches influence throughout the industry.

Sensors in Design was created in association with **MEMS Industry Group (MIG)**, the trade association advancing MEMS across global markets. MIG enables the exchange of non-proprietary information among members, provides access to related industry data that furthers the development of technology, and provides greater commercial development and use of MEMS and MEMS-enabled devices. As the "go-to" resource for globally leading MEMS supply chain to strategic markets, MIG helps companies in our sector to the MEMS industry to make meaningful business connections.

sensors in design
a design west summit • expo
March 29-30, 2012
McEvoy Convention Center | San Jose, CA

Fostering ingenuity in the development of efficient and effective systems through the use of sensors

Why do sensors matter?
Applied engineering technology has called for consumer products to be more interactive, deliver more information and function in harmony with the environment. Sensor technology answers the call.

Sensors in Design 2012 highlights cutting-edge sensor technology and network design while offering specialized content about future trends. Hear leading industry professionals from those things producing in the development, fabrication and application of sensors. Don't miss this one of a kind opportunity to enhance your design with sensors while getting valuable market and industry insight.

But will Sensors in Design 2012 be relevant to my area of design?
Sensors in Design features an eclectic range of speakers with practical experience in a wide range of industries and focuses. From the fabrication of smart sensors to the use of cloud-based networks for energy monitoring and everything in between, the conference offers a broad educational experience for those looking to gain greater understanding of the design, manufacture and application of sensors.

Sensors in Design features four unique conference tracks in:

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- MEMS
- MEMS and Smart Sensing
- Smart Environments, Including Factory, Defense and Automotive

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Sponsoring Sensors in Design is an effective means of promoting your business to a highly targeted group of decision makers with a specific interest in your products and services in an engaging, knowledge-based environment.

To find out how you can take advantage of this opportunity, please contact:

Lynn Frankfort
Lynn.Frankfort@designwest.com
310-452-4240

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- Find sustainable solutions in packaging design and manufacturing processes.
- Showcase the design and development process and solutions in 2D-printing and digital data.

Network and gain essential insights from industry leaders including:

- Steve Noren**, Assistant VP and Head of Design, The Coca-Cola Company
- Jeff Lab**, Senior Packaging Manager, Microsoft
- Barry Katz**, Director of Packaging R&D, Intel-Cy
- Mark Drexler**, Director of Packaging R&D, Intel-Cy
- John McLean**, Program Manager, Global Packaging, Campbell's Soup Company
- Chris Campbell**, Director of Packaging, Ford

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- Barry Katz, Director of Packaging R&D, Intel-Cy
- Mark Drexler, Director of Packaging R&D, Intel-Cy
- John McLean, Program Manager, Global Packaging, Campbell's Soup Company
- Chris Campbell, Director of Packaging, Ford

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Day Two - Thursday, July 26, 2012

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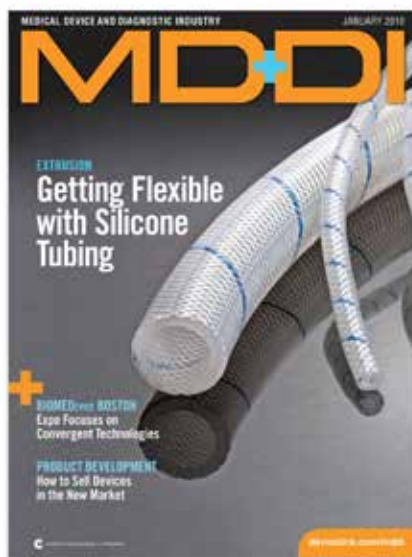
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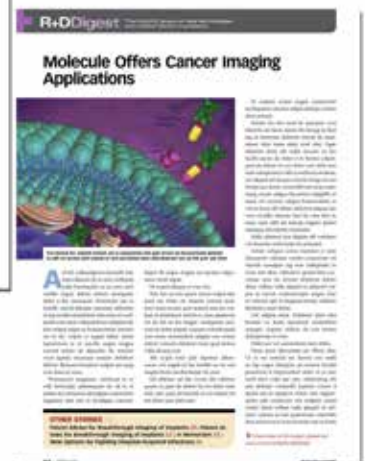
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Spend your summer under the night stars...

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2012 RED CURTAIN SERIES Performances

- May 26-27 Florida Classical Ballet presents *Spring Uniquely* (also)
- June 23-24 Miami Lyric Opera presents *Madama Butterfly*
- June 30-July 1 Florida Classical Ballet presents *Summer Uniquely Gala*
- August 10-19 Miami Lyric Opera presents *The Barber of Seville*
- November 2 Sundae 8 Film Festival presents a celebration of *Die de Los Muertos*
- ... And many more!

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2012 RED CURTAIN SERIES Performances

- April 14-15 Miami Lyric Opera presents *Luzia di Lammermoor*
- April 22 Miami Symphony Orchestra presents *A Night at the Opera*
- May 25-27 Florida Classical Ballet presents Ballet Excerpts of *Capella and Le Corsaire*
- June 23-24 Miami Lyric Opera presents *Madama Butterfly*
- June 30-July 1 Florida Classical Ballet presents Ballet Excerpts of *Capella and Le Corsaire*
- August 10-19 Miami Lyric Opera presents *The Barber of Seville*
- November 2 Sundae 8 Film Festival presents a celebration of *Die de Los Muertos*
- ... And many more!

Please visit FriendsOfGusmanCenter.org to make a tax-deductible contribution, or contact us to explore volunteer, sponsorship and other opportunities.

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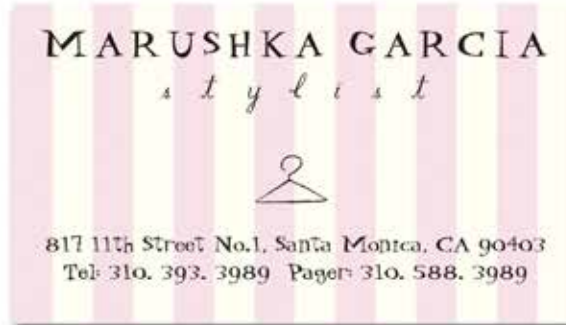
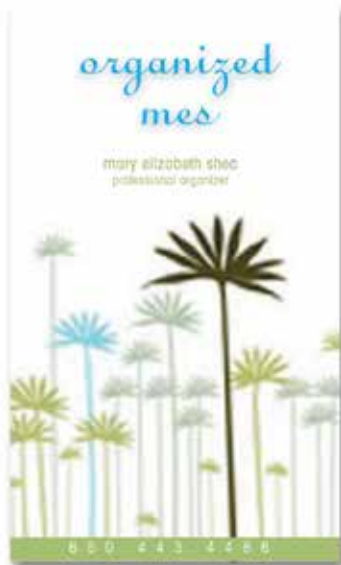
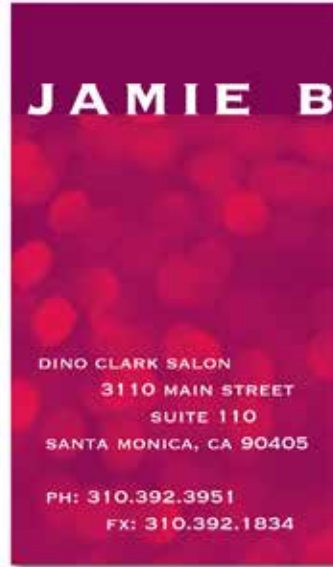
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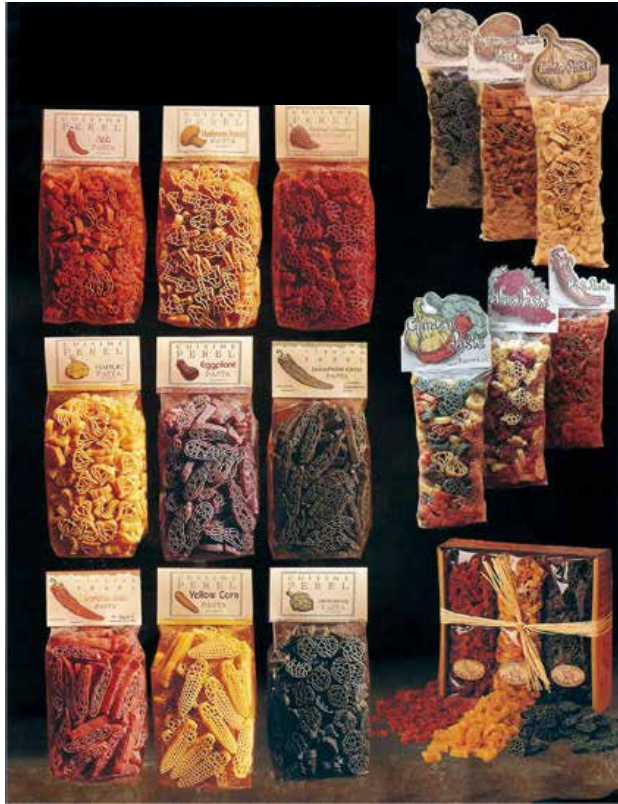
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B. Rectangle Slate Board	15 1/2" x 10" W	\$41.75	\$39
C. Small Square Slate Board	12" Square x 1 1/2" H	\$17.50	\$16
E. Oval Slate Board	12" L x 8" W x 1" H	\$42.75	\$39
F. Round Slate Board	12" L x 4" W x 1" H	\$17.50	\$16
H. Notched Square, Set of 2		\$80.00	\$73

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St. Benoit aperitif glasses are hand-blown and hand-polished. Ideal for aperitifs, gin, vermouth and Campari. Offered in three sets of 6 unique glasses. Shaded olive green. Available in three sizes.

I. Aperitif Glasses	Set of 6, 3.28" H	\$13.50	\$9
J. Martini Glasses	Set of 6	\$13.50	\$9

TUSCAN TUMBLERS
These rustic tumblers feature a robust, hand-blown shape that fits easily in your hand, and recycled metal construction to keep your drinks cool. All tumblers are hand-made with recycled metal on the inside, and are totally unbreakable. Great for outdoor entertaining. 4 1/2" H, Set of 6.

M. Stainless Reversible Tuscan Tumbler	\$11.99	\$9
N. Copper Reversible Tuscan Tumbler	\$11.99	\$9
O. Copper Tuscan Tumbler	\$11.99	\$9
P. Reversible Tuscan Tumbler	\$11.99	\$9

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Whether it's used on the table, our marble serving tray and tools offer style and function for every occasion. Made with authentic, natural and ethically sourced marble and hand-cut to last a lifetime. 16 1/2" W x 5 1/2" D.

Q. Large Marble Tray	\$12.99	\$9
R. Marble Cheese Tools Set	\$12.99	\$9
S. Marble Tray and Tool Set	\$12.99	\$9