



LORE SHATTUCK

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WORK

Wizards of the Coast

April 1996 - present

- **Art director/New brands** for in-house design team. Visual branding and consultation for new girls' games, etc.
- **Art director/Corp brands** Directed corp brand consistency. Designed and directed team to create ads, packaging, identities, collateral. Designed current WotC corp logos and style guides. **Art director/WB properties** developing lenticular card set and collectible movie cards for *Harry Potter*.
- **Art director/Retail** for retail store development team creating prototypes for national store chain signage and murals. Store development, in-store promos for events, designing interiors, signage and treatments and monthly marketing kits. **Marketing**
- **Art director** for marketing, ads, posters, POPs, packaging. Prepared ad/job flow chart Marketing still uses. Also designed campaigns for *Magic: The Gathering*, *Netrunner*, *Battletech*, etc. **Art director/Events**. Posters and ads for WotC events and tournaments. *Clients: Magic, WotC stores; Harry Potter, Warner Bros., Hasbro*

imagio

June 1995 - April 1996

- **Art director** for agency with high-tech clients. Managed photographers/illustrators. Designed websites, print ads, identities. *Clients: Compuserve, Labtec, Boss Games*

PARALLEL COMMUNICATIONS

January 1995 - June 1995

- **Senior designer** for advertising firm specializing in high-tech design for print projects, web and multimedia. *Clients: UPS, Microsoft, Coinstar*

COOK PUBLISHING GROUP

June 1992 - October 1994

- Magazine **art director**. Lead for design/editorial team. Designed features, covers, interviews. Directed art budgets, illustrators, photographers. Redesigned publication. Online magazine development. *Clients: 300,000 subscribers*

ICON DESIGN

July 1991 - August 1992

- **Freelance business owner. Designer** of award-winning brochures, newsletters, packaging. *Clients: KOMO, Easton Aluminum, Bumbershoot*

SIMON & ASSOCIATES

January 1989 - September 1991

- **Designer/project manager** for marketing firm. Created ads, identities, brochures. Designed and produced *Costco* magazine. *Clients: Bartell, Westin, Costco*

ADWORKS/ELGIN SYFERD

January 1987 - November 1988

- **Designer**. Ads, brochures, identities for direct mail ad agency. *Clients: Honda, Tradewell*

OTHER SKILLS

PUBLICATION DESIGN

- Concept development for magazines. All aspects of **art direction, design and production**. Understanding of periodical design and repositioning.

WRITING/EDITING

- Five years experience as **managing editor** prior to design, editing, proofing features. Liaisoned with design staff on magazine layout. Assigned freelance writers. Interviewing. Wrote editor's column. Directed editorial concept meetings.

ILLUSTRATION

Digital, pastel, oil, watercolor, some published. Large network of illustrators and photographers. Children's book projects.

SOFTWARE

Photoshop 6, FreeHand 9, Quark 4, After Effects 4, more. Training in Flash 5, Director 7.

ED/EXPERIENCE

Seattle Central Community College
Advertising Art/Design **AA degree**

Leimer Cross Design *internship*

- Bumbershoot Music Festival *freelance design*
- *That's Country design/editorial consultation*
- AIGA JUMPSTART *fellow speaker* with Glenn Mitsui, Peter Morada, Steff Lorig.
- AIGA Trapeze *fellow judge* for student portfolio scholarship event.

AIGA "Island of Misfit Toys" charity auction.
committee chair and toy designer

Digital Artists at Work conference w/ Eric Dinyer, Cliff Nielsen, Richard Tuschman.

Salute to the Arts design community award

- Yaquinto Guild *lenticular printing award*
- Printers & Lithographers Guild *award*
- EvPress *magazine design award*