

Hilary Lentini *Professional Bio*

I received my BFA in Communication Design from The University of Illinois at Chicago (UIC) in the spring of 1988. After graduation I became the Graphics Coordinator for the Office of Technical Services at UIC. My main responsibilities included creating university recruitment materials for the Chancellor and the Office of Public Affairs; and brochures, posters, and collateral for various departments on campus as well.

After two years I left UIC to start my own business as a freelance graphic designer. Some of my clients included Baxter Healthcare, Outside Magazine, Bayer Bess Vanderwarker, Ambrosi and Associates, and Media Options. I particularly enjoyed the projects created with Media Options in 1992 and accepted their offer to join the staff as Art Director.

At Media Options I not only created print communications pieces (consumer advertising, educational programs, internal communications, business-to-business communications), but also expanded my skills to creation of environmental graphics, business meeting and convention graphics and print collateral, speaker support (running direct from data), and POP recruitment materials for clients as diverse as McDonald's Corporation, Quaker Oats Company, State Farm Insurance, LaSalle Banks, American Crop Protection Association, The Chicago Fire Department and The National Crime Insurance Bureau (NICB).

I joined Robinson & Maites in 1994, working on promotional marketing for clients such as Philip Morris, KPMG Peat Marwick, Ameritech Corporation, Pacific Telephone Corporation, Budget Rent a Car, Hiram Walker and Arthur D. Little; creating consumer communications, print collateral, and POP and on-premise materials.

In 1995, I went freelance again and started working with The Grand Group, a boutique promotional marketing firm. I enjoyed the creative atmosphere and challenges present there, so when they offered me a full-time job, I accepted. As their Design Director, I created POP and on-premise materials for clients such as Kraft, Quaker Oats, Jim Beam, CNA Insurance, Leaf Candies, American Dairy Association and Keith Clark.

In the fall of 1996 my husband and I relocated to Los Angeles and I resumed my freelance business, creating projects (described below) for the following clients:

Alzheimer's Association Orange County Chapter—Created special event logo, sponsorship brochure, newspaper ads, flyers and posters for event; one page AAOC Fact Sheet, various general information brochures, special event invitations and note cards

California Construction Expo 2006—A joint effort between Los Angeles Unified School District, Metropolitan Water District, and Los Angeles Community College District; Created logo, style guide, save the date postcard, sponsorship, exhibitor and attendee brochures and collateral materials

Orange County Transportation Authority—Created full-color newspaper insert/brochure highlighting the Summer Metro program

Los Angeles City College — Created identity system unique to LACC. By incorporating arc from existing logo as carry-through graphic, and using high-impact portrait photography, disciplines could have their own identity within the broader graphic system. The various departments were pleased their communications were handled equally but still had a personality of their own within a cohesive and identifiable system.

Los Angeles Community College District — Production on the quarterly newsletter Inside/Outside

Ego Magazine — Art directed a new, upscale and sophisticated Men's Lifestyle magazine, by the third issue's printing, circulation was 250,000 and sell-through at newsstand level was 80% (four times the national average).

Sandra Lee Semi-Homemade (lifestylist) — Art directed a New York Times Bestselling cookbook: Semi-Homemade Cooking; redesigned web site, art direction and overseeing web master's implementation of my design; press kit; newsletters, print collateral pieces.

JDesigns (Fine Art Prints catalog) — Designed catalog for sales force to use for buyers of fine art images for stores such as Pottery Barn and Ballard Designs.

The Two Nine, (the 29th street café) — Created restaurant's logo and identity, indoor and outdoor banners and signage, menus, print ads, print collateral pieces, uniforms.

Randy Miller's Predators in Action (stunt animal trainer) — LA411 and Creative Industry Handbook ads, movie slide ads, t-shirts, and flyers.

Associated Television News — Political newsletter, formerly desktop published by client, needed design overhaul to mask text-heavy content and make it more reader-friendly.

West Adams Heritage Association (community organization) — Created logo and identity system, also monthly newsletter, event brochures, promotional items such as t-shirts, coffee mugs and tote bags.

I am enjoying the range of projects and clients I have worked with and anticipate a busy and creative future.