

Quinn Bookalam

Quite possibly the only person on LinkedIn who isn't a detail-oriented, team player with great communication skills.

Q.B@post.com

Summary

Quinn Bookalam | q.b@post.com | 310-351-2337

A little Don Draper, a little Sherlock Holmes and a little James Bond - that's the anatomy of a designer!

Passionate, innovative, award winning Art Director with a unique knack for creating successful visual solutions that resonate with target audiences and promote an authentic connection; tenacious and strategic problem solver, seasoned concept-builder, proven brand developer, with excellent competencies in market analysis and project management.

I've had the pleasure of working with clients such as: Apple, IBM, CNN, Donald Trump, TMP Worldwide, Sony Pictures Entertainment, Cinema 1971, Hallmark, Kohler, Jeep, Allied, Remy Martin, Justin Boot Company, American Plastics Council, Association of American University Presses, GRP Records, Jive Records and Gold Chain Records.

Experience

UI Designer Project - Contract at Leslie Zemeckis Productions

January 2017 - February 2017 (2 months)

UI project for theburlyq.com and lesliezemeckis.com

Designer - Contract at Currey & Company

August 2016 - December 2016 (5 months)

- + Design and produce large scope product catalogue of new product. Catalogue spanned 90+ pages with over 350 images ranging from full page to one inch.
- + Develop advertising, invitations and company communications that showcases product while conveying company brand
- + Design splash page for Highpoint Market. (High Point Market is the largest furnishings industry trade show in the world).
- + Create email communications
- + Increase engagement using thoughtful imagery for printed inter-office initiatives
- + Prep images for vendor and publisher websites to enable greater SEO

- + Airbrush and color correct imagery for company digital and print applications to decrease inconsistencies in what customers view and what they receive
- + Consult on Company Manual design to maintain company brand identity and increase ease of readability

UI Designer - Contract at Verizon Networkfleet

February 2016 - July 2016 (6 months)

- + UI design
- + Emails
- + Newsletters
- + Banners
- + Digital ads

UI/Print Designer - Contract at Cox Automotive

September 2015 - January 2016 (5 months)

- + Analyze current graphic design trends to determine best creative approach
- + Distill complex information into user-friendly print items to help drive a larger market
- + Juggle several quick turnaround jobs with 3-4 larger, more complex projects, trafficking workflow to meet critical deadlines
- + Create POP: banners, podium design, posters etc.
- + Design web animation, tiles, banner to reinforce brand recognition and drive sales

Print/Web Designer - Contract at Boys & Girls Clubs (National & Local)

October 2014 - July 2015 (10 months)

Print: Newsletters, brochures, invitations, flyers, cards, buttons, posters, banners, logos.

Digital: UI, web design, mobile design, email, newsletters, animated banners, imagery for web and social, wireframes, powerpoint.

Creative Director at 24 London Road

March 2006 - 2014 (8 years)

- + Created branding, website concept and designs for entertainment industry clients and home warranty companies to differentiate themselves in their markets.
- + Designed eBlast campaigns to reach a broader market by allowing client to position themselves as a trusted information resource.
- + Distilled complex application information into user-friendly print items for production in English, Spanish and Vietnamese to facilitate market growth.
- + Designed regional online marketing asset management systems for publishing and real estate companies to enable locally-relevant communication between companies and their customers while maintaining a unified brand image.
- + Made use of online advertising outlets to reduce client's in-house print costs by 67%.

- + Juggled several quick turnaround jobs with 1 - 2 larger, more complex projects, trafficking workflow to meet critical deadlines.
- + Negotiated estimates, coordinated projects with outside vendors to maintain deadlines and budgets.
- + Analyzed current market strategies and design trends to determine successful client positioning.

Art Director at First American

February 2007 - March 2012 (5 years 2 months)

Principal at The Design Alchemist

May 1998 - December 2005 (7 years 8 months)

Freelance: Digital | Print | Packaging | Web

Senior Designer at MGA Entertainment

2003 - 2005 (2 years)

Corporate Advertising Design Division - 2004-2005

Boys Packaging Design Division - 2003-2004

- + Performed lead role in the design of ad campaigns, brochures, identity and packaging.
- + Synthesized feedback to create distinctive pieces, under extreme time constraints.
- + Managed multiple, concurrent projects in different stages. Provided changes to packaging art to China production team.

Art Director at Institute for Private Investors

2000 - 2001 (1 year)

Designed, developed and produced all printed materials. Headed branding for the company. Managed webmaster in preparing printed work for online use. Supervised vendors, printers and budgets. Assessed and reported on new technology. Recommended hardware and software.

Senior Designer - Art Director at U.S. News & World Report / Fast Company / The Atlantic Monthly

1996 - 1999 (3 years)

Managed projects; procured photographers and managed fee negotiation. Full cost accounting control. Responsible for maintaining brand equity. Developed, designed and produced Fast Company direct mail pieces and marketing support. Created general client presentation for The Atlantic Monthly.

Senior Designer at TMP Worldwide

1995 - 1996 (1 year)

Synthesized feedback to create distinctive pieces, under extreme time constraints. Developed internal sales incentive program which entailed set design, package design and the art direction and editing of videos.

Freelance Graphic Designer at GRP Records

January 1994 - December 1994 (1 year)

Create print assets for cd covers and support materials.

Freelance Graphic Designer at Jive Records

June 1994 - August 1994 (3 months)

Create print assets for cd covers and support materials.

Projects

Indian Motorcycles Campaign

Members:Quinn Bookalam

My take on the "Choice is coming to American motorcycles campaign" from Indian Motorcycles.

The idea is to steal some market share from what is known as the American motorcycle - Harley Davidson.

Indian Motorcycles "Choice is coming to American motorcycles" campaign

Members:Quinn Bookalam

Skills & Expertise

Creative Direction

Art Direction

Advertising

Web Design

Brochures

Graphics

Logo Design

Packaging

Brand Development

Layout

Corporate Branding

Art

Graphic Design

Adobe Creative Suite

Interaction Design

Marketing Strategy

Branding & Identity

Mac

Editing

User Interface Design

Digital Media

Digital Marketing

Page Layout

Education

Parsons School of Design

BFA, Communication Design

Interests

Surfing, movie marathons, horse back riding, harleys, cooking, chocolate, cooking with chocolate.

Organizations

Center for Creative Professions at Otis College of Art and Design

2000 to Present

Atlanta Interactive Marketing Association

2015 to Present

AdPros LA

2005 to Present

Creative Directors

2005 to Present

AIGA, the professional association for design

Honors and Awards

Addy Award of Excellence

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7 people have recommended Quinn

"Quinn is wonderful to work with and a joy to have in the office. Not only is she a skilled web designer, she knows how to make work fun during the most stressful times. For several months, I worked very closely with Quinn to launch our intranet site. She was our primary designer, handling our layouts, branding, UI, etc. Anything we asked her to design (no matter how big or small), she put her all into it. She quickly understood our direction and created the perfect graphics for the tone/voice of our site. On top of all that, she had an extremely quick turnaround on our requests. She always met deadlines... even the ridiculous deadlines that seemed impossible. I highly recommend her! Quinn would be a great additional to any team!"

— **Maria Lawler**, *Digital Content Specialist, Boys & Girls Clubs of America*, worked directly with Quinn at Boys & Girls Clubs (National & Local)

"Quinn is more than capable, she is exceptional, at delivering the appropriate design for a particular campaign. She immerses herself wholly in the project life cycle of any design; making sure to exceed our expectations. Her ability to deftly manage competing interest is a hallmark of her work ethic. She always delivers quality on time and within budget. "

— **Elliott J Maddox**, *Internet Content Management Specialist, Boys & Girls Clubs of America*, managed Quinn at Boys & Girls Clubs (National & Local)

"Quinn has exceptional talent in creative design & art direction. Love her flavor!"

— **Brandi Aloisio**, worked with Quinn at First American

"Quinn is a detail-oriented Creative Director, Web Designer, Art Director, Graphic Designer; who really understands every detail of the job, that when I am overloaded with work, I am always confident to farm out work to her. She is very creative, innovative, and a forward thinker. Doesn't matter what position I hire her as, she is always eager to get the job done. She is a team player, and a pleasure to work with."

— **Pamela Beale**, was Quinn's client

"Quinn was/is a pleasure to work with. She provided great concepts and delivered a wonderful piece as final. Her timeliness was better than I had hoped, job delivered before deadline. Quinn's creativity is boundless and her technical knowledge made my project work."

— **Jennifer Foster-Lew**, was Quinn's client

"I worked with Quinn at MGA Entertainment where she was a senior graphic designer for boys toy packaging and later in the advertising department. Quinn is such a dedicated employee, with an amazing passion for her work. She has such a strong drive to produce the best work possible and will do whatever it take to accomplish that. I miss working with her!"

— **Jennifer Kenyon**, worked directly with Quinn at The Design Alchemist

"Quinn was very easy, fun, and creative to work with! We had fun coming up with design solutions for sell sheets, cross-sells, and more."

— **Charlene Maguire**, reported to Quinn at MGA Entertainment

[Contact Quinn on LinkedIn](#)