

by the Sea design group

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magazine & graphic design ~ tassels by the sea ~ photo & interior styling

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Resume of Gayle Schadendorf

ASSOCIATIONS AND EDUCATION

- **Allied Member**, American Society of Interior Designers
- **Certificate of Achievement in Interior Design**, June 2003
San Diego Mesa College, San Diego, California
- **Bachelor of Fine Arts**, May 1986
University of South Dakota, Vermillion, South Dakota

SOLE PROPRIETOR, By the Sea Design Group MAGAZINE DESIGN EXPERTISE, 1995 to present

Freelance Art Direction, Magazine Design, Photo Art Direction, Interior Prop Styling and Project Design

Client: Meredith Corporation, Des Moines, Iowa

- **Contributing Art Director/Graphic Designer** for over 70 *Better Homes and Gardens*® Special Interest Publications magazines and bookazines, specializing in interiors. Conceptualized and produced Dream Bedrooms bookazine, Bath Makeovers magazine and Real-Life Kitchens & Baths bookazine. Designed several issues of Decorating magazine, Beautiful Interiors magazine, Storage magazine, Elegant Homes bookazine, Country French bookazine and Cottage Style bookazine.
- **Art Direction, Photo Styling and/or Project Design** for over 40 *Better Homes and Gardens*® Special Interest Publications photo shoots, specializing in interiors, project design and creative tabletop.

INTERIOR DESIGN EXPERIENCE, June 2004 to present

- ***Better Homes and Gardens*® Special Interest Publications 100 Decorating Ideas Under \$100, Summer 2010.**
Transformed cottage dining room and kitchen using a citrus theme. Designed 17 project ideas, produced all projects, prop styled and art directed photo shoot.
- **A Designer's Influence, Peni Wilson, IIDA, CID.**
Freelanced from May 2004 to August 2005, work included; furniture/accessory shopping and installation of 4 luxury apartment models, color boards, perspective renderings, graphic design for client identity and promotional folder.
- **KZ Design Group, Kathleen Zbacnik, ASID, IIDA, CID.**
Freelanced from August 2003 to May 2004, work included; creating 5 large color boards, photo styling for ASID Kitchen Tour and several pencil perspective renderings.
- ***Better Homes and Gardens*® HGTV Before and After Decorating Book 2003.** Transformed living room using a storage theme and bedroom using a ribbon theme. Created color palettes, designed projects, produced all projects, prop styled and art directed photo shoot.

AWARDS AND VOLUNTEER POSITIONS

- **Deborah L. Thomas Memorial Award for Outstanding Student Leader:** Received scholarship to attend the 2004 ASID National Convention in Savannah, Georgia.
- **ASID President.** San Diego Mesa College Student Chapter of ASID 2003-2004.
- **ASID Newsletter Chair.** San Diego Mesa College Student Chapter of ASID 2002-2003.
- **ASID Newsletter of the Year Award.** San Diego Mesa College Student Chapter of ASID newsletter, Focal Point, was chosen by ASID National as the 2002-2003 Newsletter of the Year.
- **2003 Interior Design Exhibit, San Diego Mesa College.**
1st Place: INTE 115 Lighting & Color custom fixture.
1st Place: INTE 105 Residential Design space plan and model.
3rd Place: INTE 130 Merchandising commercial and residential space plan, elevations and material specifications.

ART DIRECTOR

Better Homes and Gardens® Craftways

April 1993 to November 1995

Meredith Corporation, Des Moines, Iowa

- **Supervise photographic and design conceptualization** for all interior and craft magazines and books produced by *Better Homes and Gardens*® Craftways.
- **Other related responsibilities included;** maintaining all Art department budgets and schedules, managed all separation, production and printing for all *Better Homes and Gardens*® Craftways publications. Managed Art Department personnel to ensure and maintain visual quality standards.

POSITIONS WITH MEREDITH CORPORATION

Better Homes and Gardens® Special Interest Publications

Meredith Corporation, Des Moines, Iowa

Associate Art Director, January 1991 to April 1993

Assistant Art Director, April 1990 to January 1991

Senior Graphic Designer, May 1989 to April 1990

Graphic Designer, September 1986 to May 1989

Graphic Design Internship, May 1985 to August 1985

SKILLS

- Highly organized, extremely motivated and very creative. Strong interpersonal communication skills.
- Trained and working knowledge of Macintosh electronic desktop publishing software including; Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Microsoft Word.