



Gayle Schadendorf
Allied Member ASID

PO Box 180300
Coronado, CA 92178
619.997.6580 phone
619.330.2335 fax

SKILLS

- *Highly organized, extremely motivated and very creative. Strong interpersonal communication skills in client relations.*
- *Trained and working knowledge of Macintosh CAD drafting program and electronic desktop publishing software including InDesign, QuarkXpress, Adobe Illustrator, Adobe Photoshop and Word.*

RESUME OF GAYLE SCHADENDORF

ASSOCIATIONS AND EDUCATION

- Allied Member of the 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

INTERIOR DESIGN EXPERIENCE, January 2002 to present

- Carol G. Brown, ASID: Freelance presentation for West Park Inn lobby extension, work included; space plans and rendered elevations.
- 2004 Del Mar Fall Home/Garden Show: Conceptualized and created a 200 square foot young girls bedroom vignette, The Budding Artist.
- KZ Design Group, Kathleen Zbacnik, ASID, IIDA, CID: freelanced from August 2003 to May 2004, work included; creating 5 large color boards for client project (up to 30 samples on each board), photo prop styling for ASID Kitchen and Remodeling Tours, color pencil perspective renderings and general office duties.
- A Designer's Influence, Peni Wilson, IIDA, CID: freelancing May 2004 to present, work included; furniture and accessory shopping and installation for 4 luxury apartment complex models, 3 color boards, 6 perspective renderings, client identity design and photograph binders.
- HGTV Before and After Decorating Book (produced by *Better Homes and Gardens*® Book Group): 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 the book photo shoot.
- ASID Showcase: Worked on a team to transform two rooms, Pet Parlor and Laundry Room, at the 2002 ASID Showcase.
- Photo Stylist: 19 years as a Photo Stylist, Art Director and Project Designer for several divisions of *Better Homes and Gardens*®.

AWARDS AND VOLUNTEER POSITIONS

- Deborah L. Thomas Memorial Award for Outstanding Student Leader: San Diego Chapter of ASID Award Gala in December 2003. Received scholarship to the 2004 ASID National Convention in Savannah, Georgia.
- ASID President: 2003-2004 San Diego Mesa College.
- ASID Newsletter Chair: 2002-2003 San Diego Mesa College.
- ASID Newsletter of the Year: San Diego Mesa College Student Chapter of ASID newsletter, Focal Point, was chosen by ASID National as the 2002-2003 Newsletter of the Year.

- 2002-2003 Interior Design Exhibit, San Diego Mesa College:
First Place - INTE 115 Lighting & Color custom fixture,
First Place - INTE 105 Residential Design space plan/model,
Third Place - INTE 130 Merchandising commercial and residential space plan, elevations and materials specifications.
- IDEC Logo: Graphic design of IDEC National Conference logo, conference held March 2003 in San Diego, California.

SOLE PROPRIETOR, BY THE SEA DESIGN GROUP

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

November 1995 to present

Client: Meredith Corporation, Des Moines, Iowa

- Art Direction, Prop Styling and/or Project Design for 30 *Better Homes and Gardens*® Special Interest Publications photo shoots.
- Contributing Graphic Designer for over 20 *Better Homes and Gardens*® Special Interest Publications magazines.
- Acting Associate Art Director (April 1999 to March 2000).
Oversaw all photographic and design conceptualization for 24 *Better Homes and Gardens*® Special Interest Publications; including Decorating, Bed & Bath, Window & Wall and Quick & Easy Decorating.

ART DIRECTOR

Better Homes and Gardens® Craftways

April 1993 to November 1995, Meredith Corporation, Des Moines, Iowa

- Oversaw 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, as well as overseeing 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

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

Better Homes and Gardens® Special Interest Publications

Meredith Corporation, Des Moines, Iowa