

Lindsay Kurz Lavine

WEBPAGE: lindsaykurz.com
E-MAIL: lindsaypkurz@gmail.com
TELEPHONE: 607.351.1604

EDUCATION

Cornell University – B.S. *cum laude*, Communication, May 2003
University of St. Andrews, Scotland – studied art history, semester abroad 2002

WORK EXPERIENCE

- **Cornell University, College of AAP, Ithaca, NY** **Dec. 2013–present**
Exhibitions and Events Coordinator: With Director of Exhibitions and Events, manage the college exhibitions for two galleries: plan, promote, and coordinate exhibitions; work with artists and exhibitors from around the world; arrange shipping of artwork; coordinate exhibit installation; manage gallery logistics and digital displays; manage budget; hire and supervise team of 6-9 gallery assistants; coordinate gallery openings and events; and create and design publicity materials for exhibitions. Coordinate college-wide events such as convocation and commencement (with 1,200 attendees); manage publicity for departmental lecture series; and work with Communication office to develop and execute marketing and publicity strategies for exhibitions and events, adhering to college editorial and design identity. Manage weekly college e-newsletter. Work extensively with college staff, faculty, and outside vendors to adhere to University policy, oversee event scheduling, and to maintain high standard of exhibitions and visual identity.
- **Cornell University, Department of Architecture, Ithaca, NY** **2009–2013**
Assistant to the Chair/Communications Coordinator: Designed department-specific promotional materials. Managed department website. Wrote department-specific communications. Coordinated department events and guest lectures. Assisted in department administration through work with the Chair.
- **Freelance Web and Graphic Design, New York City and Ithaca, NY** **2008–2011**
Design, build, organize, and update web sites. Design and manage e-newsletter campaigns. Design press kits, logos, corporate identity, print materials, and develop brand identity. Product photo retouching. Wrote and illustrated a weekly online DIY column for *Plenty Magazine*. Clients include: Care2, *Smith Magazine* (of *Six Word Memoirs*), ESPN's *GIRL* magazine, *Orange is the New Black* (book publicity) UncommonGoods, GreenerPenny, and more. See web sites and print work examples at lindsaykurz.com
- **Plenty Magazine, New York City** **2007–2008**
Associate Art Director: Involved in all aspects of design, layout, and print production of bi-monthly green-living magazine (circulation 200,000). Completely redesigned magazine with creative director in fall 2007. Managed pre-press preparations and ad artwork. Experience with photo research, photo editing, and art assignment. In addition to print magazine, redesigned the media kit and designed house ads. Managed magazine website using Movable Type, designed and built new webpages, edited, managed, and uploaded all web photos, designed web banners, managed online archives, and created weekly reader e-newsletter.
- **UncommonGoods.com, New York City** **2004–2007**
Graphic Designer: Designed and produced the 5 annual print catalogs (million-plus circulation). Managed catalog production schedule, designed catalog in InDesign, coordinated editing process between several departments, set up press time, managed all pre-press preparations and paper account, conducted 3-5 day on-press color checks (printer: Quad Graphics). Involved in planning of catalog development. Updated and designed new webpages for company site, managed weekly updates of homepage. Redesigned customer e-newsletter – increasing newsletter-based sales three-fold. Designed all print materials for company: corporate identity, press mailers, and advertisements.
Public Relations Manager: Assumed management of public relations in fall 2005. Daily interaction with editors. Increased press placements in 2006 over three-fold from previous year, including dozens of high-profile national and international placements. Organized annual press preview events of new products. Planned, coordinated, and designed press mailers and e-newsletters to showcase new products. Product placements include *TIME Magazine*, *InStyle*, *O The Oprah Magazine*, *Redbook*, *USA Today*, *New York Times*, *Daily Candy*, NBC's *The Today Show*, and CBS' *Good Morning America*.
- **Smithsonian National Postal Museum, Washington DC** **Summer 2003**
Exhibits Intern: Designed and created the web site showcasing the museum's summer exhibit, *Art of the Stamp*. Project included content organization, navigation layout, visual design, digital photography, and building entire site. Also assisted with the planning, creation, and opening of the summer exhibit in the gallery, and assisted with exhibition's publicity events.
- **Fox Searchlight Pictures Publicity Office, New York City** **Summer 2001**
PR Intern: Assisted in office responsibilities, dealt with the press, assisted with operations at the Searchlight movie production publicity office. Attended and assisted with press days. Assisted with press screenings of upcoming movies.

- **Pure Oxygen (Oxygen TV Network), New York City** **Summer 2001**
Intern: Worked in the arts/graphics, set design, and the field production departments. Assisted with live TV show. Accompanied videographers on field shoots and logged footage.
- **DeWitt Historical Museum of Tompkins County, Ithaca, NY** **1999–2000**
Museum volunteer and then exhibition assistant: Assisted with the preparation of the 1999 museum exhibition showcasing the museum's archives to the public.

SKILLS

- Software** (PC & Mac literate): InDesign • Photoshop • Illustrator • Dreamweaver • HTML • CSS • CommonSpot CMS
• MS Outlook, Word, Excel, PowerPoint • Wordpress (basic)
- Layout & Print Production:** Pre-press and on-press experience • Magazine and publication design and management • Layout skills
• Experience designing print publications, press kits, posters, corporate identity materials, logos, and advertisements
- Web Design:** Content organization, visual design, build, edit, and site maintenance • Search engine optimization
- Photography:** Photo management and retouching/editing for web and print • Photo research for magazine

Please visit www.lindsaykurz.com for online portfolio