

Felicia R. Rothberg

941.586.3813 • email: feliciar@comcast.net

Experience

Graphic Designer

Graphics by Felicia

February 2002-Present

Design magazines, invitations, signage and promotional materials including posters, ads, flyers, menus, identity packages, logos and CD-ROM packaging. Clients represent all facets of the service, technology, media, and medical industries, including:

- Marketing and retail
- Public relations
- Restaurants
- Computer consulting companies
- Sports production for statewide television networks
- Security systems manufacturing
- Medical research corporations
- Local community centers

Art Director

Birnbach Advertising and Marketing

January 2003-September 2004

- Specialty firm focusing on affluent consumers, involved in all facets of design and production including print, television, online and display.
- Worked on a wide range of client projects including: political campaigns, financial services, retail and real estate.

Art Director

Sarasota Magazine/Clubhouse Publishing, Inc.

June 2001-February 2002

- Created layouts for the magazine and advertising supplement distributed to luxury resorts.
- Designed advertisements for magazine clients.
- Collaborated on the development of the magazines annual visual theme.

Graphics Coordinator

Sarasota Family YMCA, Inc.

October 1999-June 2001

- Designed annual reports, program books, posters and other collateral materials.
- Organized and created graphics for annual fundraiser.
- Coordinated daily operations of graphics department.

Senior Graphic Designer/Layout Editor

The Longboat Observer, Inc.

February 1997-October 1999

- Responsible for newspaper layout; designed black & white, spot color and four-color ads.
- Created four-color special section covers.
- Acted as liaison between printer and publisher.
- Supervised other designers.

Graphic Designer

Tampa Tribune

December 1995-February 1996

- Created layout and design of newsletters, ads and other collateral pieces for the newspaper and other organizations.

Computer Proficiency

- Macintosh and Windows:
Adobe InDesign, Adobe Illustrator, Adobe Photoshop, QuarkXPress, Microsoft Word

Education

Ringling School of Art and Design, Sarasota, Florida

Bachelor of Fine Arts, May 1995 • Major: Graphic Design

Awards and Honors

Florida Press Association 1998, 1999, 2000 • *Addy Awards* 1994, 1999, 2000, 2001
Best of Ringling Student Exhibit 1994-95

