

Robin Ireland

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Authorized to work in the US for any employer



WORK EXPERIENCE

Graphic Designer and Production Artist

Ireland Graphic Design • Pasadena, CA • June 1989 to Present

Owner

Responsibilities: client acquisition, provide quotes for design, website implementation and printing, art direction, production, prep for printing, website design and creation, customer service, tutoring, ebook creation, working within budgets

Specializing in small businesses and non-profits

Proficient in Adobe CC InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat; Quark Xpress; Microsoft Office

Graphic Designer and Production Artist

Art Direction Services • Los Angeles, CA • October 1993 to June 2005

Responsibilities: Customer Service, Design and Production using Quark Xpress, Photoshop, Illustrator, Dreamweaver

Instructor

Learning Tree University • Chatsworth, CA • July 2000 to June 2002

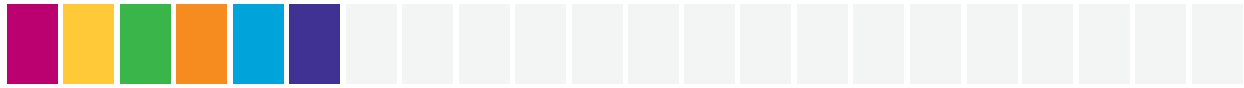
Taught Introduction to the Macintosh, Quark Xpress II, Adobe Photoshop II and Preparing Images for the Web to adult students

Instructor

La Cañada Unified School District • La Cañada Flintridge, CA • September 1996 to June 2000

Taught Quark Xpress, Adobe Photoshop and Adobe Illustrator to high school students and adults





WORK EXPERIENCE cont.

Pre-Press

Westcott Press • Altadena, CA • November 1987 to October 1993

Responsibilities: stripping, camera work, computer output, platemaking

EDUCATION

Teaching Certificate in Secondary Education • Art

National University • Los Angeles, CA

June 1988

BA in Art/Graphic Design

Cal State Los Angeles • Los Angeles, CA

June 1982 to September 1984

Point Loma Nazarene University • San Diego, CA

September 1980 to June 1982

SKILLS

Adobe Photoshop (27 years), Adobe Illustrator (27 years), Adobe InDesign (5 years), Quark Xpress (27 years), Microsoft Office (10+ years), Adobe Dreamweaver (20 years)

LINKS

WEBSITE: www.irelandgraphics.com

PORTFOLIO: www.irelandgraphics.com/IGDportfolio.html

FACEBOOK: www.facebook.com/IrelandGraphicDesign/

LINKED IN: www.linkedin.com/in/robin-ireland-a603114





REFERENCES

Curtis Hill

Owner at Art Direction Services

Robin worked for me for many years in the capacity of graphic design and related production functions. I no longer have the studio and employees, but continue to use Robin as freelance help when necessary.

Bill Reynolds

Publisher at Alamar Media

Robin has art directed and designed books & publications for us for many years. She is a superb graphic designer and her knowledge of Photoshop is second to none. She finishes what she starts on time and always exceeds expectations.

Linda Kohn Sherwood

Co-owner at High Noon

Robin is a very talented, creative graphic designer who has worked on our auction catalogs for 15 years. We have also worked on publishing 3 books together for clients, with great success. She is adept at creative layouts as well as the intricacies of the printing process, which can be extremely important for the final outcome.





AWARDS

American Horse Publications (AHP) Awards

Awards for three western magazines:
Living Cowboy Ethics, which became The Cowboy Way, and
Ranch & Reata.

2009

Class 62: ASSOCIATION MAGAZINE
circulation 15,000 and over (11 entries)

Winner

Living Cowboy Ethics
William Reynolds, Editor
Robin Ireland, Art Director
The Paragon Foundation – GB Oliver, Publisher

This magazine has such a strong aesthetic that extends from cover to cover; you almost want to put each issue on display. The lifestyle editorial content that includes books and music is refreshing in this genre. In addition there's sophistication in the typography that few other magazines can match. Nothing looks accidental or unintentional, and attention is paid to the appropriate use of bold and italics to designate more important information and create a hierarchy with the typography. The stunning photography caps off the book-like feel that this magazine has.

Class 38: Open Color Editorial Photograph (21 entries)

Second Place

Living Cowboy Ethics
"Justin Fields - Jay Dusard's Open Country"
Jay Dusard, Photographer
Spring 2008

Excellent exposure and use of light to create a beautiful mood throughout the image without competing with the subjects. Well balanced composition allows eye to meander through image and pick up different details with each viewing.

2010

Class 27
MAGAZINE COVER PAGE (PRINT)
circulation 10,000 to 20,000 (14 entries)

Second Place

The Cowboy Way
"Fall 2009 Cover"
Bill Reynolds, Editor
Robin Ireland, Art Director
Myron Beck Photographer

Nice photo and well-designed masthead make this understated cover work. The cover blurbs don't intrude on the photo and the information at the bottom of the page, while small, is easy to read.

Class 33
ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT), (17 entries)

Honorable Mention

The Cowboy Way
"Mission Statement"
Robin Ireland, Art Director
Myron Beck, Photographer
Fall 2009

Compelling photograph used in excellent double truck. Great color and text placement don't distract the eye from the photo but remain readable.

Class 36
OPEN EDITORIAL HUMAN-ANIMAL BOND PHOTOGRAPH (PRINT OR ELECTRONIC) (5 entries)

First Place

Living Cowboy Ethics
renamed The Cowboy Way
"Part of His String"
Adam Jahiel, Photographer
Summer 2009

Old West feel with use of black and white, wide-open space, cowboys' clothing; horse being led away adds mystery; great angle.





AWARDS

American Horse Publications (AHP) Awards cont.

Class 58

ASSOCIATION MAGAZINE

circulation 15,000 and over (6 entries)

General Excellence Winner

Living Cowboy Ethics
(renamed The Cowboy Way)

Bill Reynolds, Editor

Robin Ireland, Art Director

GB Oliver, The Paragon Foundation, Publisher

Outstanding cover photography. You immediately get a sense of the purpose of this magazine from first glance at its covers. Innovative yet elegant layout and design. Beautiful writing and outstanding photography throughout. This publication meets its mission with style and passion.

OVERALL PUBLICATION

Living Cowboy Ethics

(renamed The Cowboy Way)

From cover to cover the design work in this publication is flawless. This is a shining example of when less is more. The understated, expert use of typography is a breath of fresh air. The photographic treatments are enhancing. Each section is flowing and cohesive. The entire design never once deviates from this publication's statement of purpose. The staff that worked on this could write the book on designer guidelines.

2011

ONE PAGE OR TWO-PAGE SPREAD EDITORIAL DESIGN (PRINT) (13 entries)

Second Place

The Cowboy Way

"Mission Statement"

Robin Ireland, Art Director

William C. Reynolds, Editor

Spring 2010

A very classy composition that befits the Mission Statement it supports. Everything in the design directs and re-directs your eye to the understated mission copy; the

position of the riders head, the sparse background, the position of the rope.

GENERAL EXCELLENCE ASSOCIATION MAGAZINE

CIRCULATION 15,000 AND OVER (9 entries)

Winner

The Cowboy Way

William Reynolds, Editor

GB Oliver, Paragon Foundation, Publisher

Robin Ireland, Art Director

Strong covers – simple photo with red nameplate and strong image clearly draw focus to the subject matter within. Its stylized contents page highlights its strong editorial mix with unpredictable stories. The strong design uses continuous elements to reinforce mission and special sections don't stray from that purpose.

2012

PUBLICATION COVER PAGE

CIRCULATION UNDER 10,000 (PRINT) (21 entries)

Third Place

Ranch & Reata

"Premiere Issue"

Robin Ireland, Art Director

Williams Reynolds, Publisher

April/May 2011

Unusual but simple cover format makes this entry stand out. Elegant typography, clean photo with lots of negative space and smart use of spot varnish are the details that make this entry a winner.

GENERAL EXCELLENCE SELF-SUPPORTED

MAGAZINE CIRCULATION UNDER 15,000 (7 entries)

Winner

Ranch & Reata

A.J. Mangum, Editor

Williams Reynolds, Publisher

Robin Ireland, Art Director

This exquisitely designed publication is a mix of perfect





AWARDS

American Horse Publications (AHP) Awards cont.

graphic technique and pictorial display. The format, paper stock and areas of spot varnish on the cover are very admirable choices for this table top worthy display journal. The use of white space, typographic and photo treatments couldn't be more to perfection than those that are laid out here.

2013

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (PRINT) (27 entries)

First Place

Ranch & Reata
"Issue 2.5 Cover"
Robin Ireland, Art Director
Bill Reynolds, Publisher
December 2012

Cover shows fantastic use of color highlights design. Excellent photo choice and use of negative space draws the eye to cover.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000 (12 entries)

Winner

Ranch & Reata
A.J. Mangum, Editor
Bill Reynolds, Publisher
Robin Ireland, Art Director
August/September and October/November 2012

Ranch & Reata is a very well-designed publication that expresses its Statement of Purpose with pertinent articles. The creative use of photography, typography and spot illustrations is very well done. There is a pleasing flow that makes the reader want to turn the page.

2014

PERSONAL SINGLE COLUMN CIRCULATION UNDER 10,000 (18 entries)

First Place

Ranch & Reata
"A Little More Hope, A Little Less Fear"
By A.J. Mangum
October/November 2013

Good descriptive writing puts the reader right in the barn. Excellent ending with a return to the boy in the barn. The column makes a good point.

PUBLICATION COVER PAGE CIRCULATION UNDER 10,000 (17 entries)

First Place

Ranch & Reata
"Volume 3.2 Cover"
Robb Kondrick, Photographer
Robin Ireland, Art Director
June/July 2013

The captivating photo was the perfect choice for the cover. The centered image with the varnished red nameplate that extends beyond the photo edge is perfectly positioned to draw the reader in. The tasteful cover lines and web address enhance the cover and do not detract from the haunting photo. One feels like they can't take their eyes off this cover.

GENERAL EXCELLENCE SELF-SUPPORTED PUBLICATION CIRCULATION UNDER 15,000 (9 entries)

Winner

Ranch & Reata
A.J. Mangum, Editor
Bill Reynolds, Publisher
Robin Ireland, Art Director
June/July and August/September 2013

This publication blew me away. From the gorgeous cover photos to the heartfelt editor's column, this publication wants to serve its readers. Incredible mix of editorial content, beautiful writing, and solid horsemanship information. Love the Road Trip List and column name "Two Wraps and a Hooey."

