

BETHANIE MURGUIA > RESUME

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- employment** > **HAGGIN MARKETING**, Sausalito, CA, March 2003–Present
Associate Creative Director for marketing agency on SBC, AT&T, Cingular and LeapFrog accounts. Responsible for catalog development including strategy, concepting, photo art direction and page layout.
- > **MODULANT SOLUTIONS**, San Francisco, CA, August 2001–December 2003
Senior Visual Designer for software company. Responsible for design and implementation of corporate identity across a variety of visual media including all marketing collateral, packaging and website.
- > **TENTH DIMENSION, INC.**, San Francisco, CA, May 2000–August 2001
Art Director for marketing agency. Client work includes packaging, advertising, corporate identity, and interactive projects. Also responsible for redesign of Tenth Dimension identity including logo and all collateral.
- > **BINGER DESIGN**, San Francisco, CA, September 1999–May 2000
Senior Designer on a variety of projects including catalog, website, magazine design and corporate identity. Responsible for entire design process including direction of photographers and illustrators as well as interaction with clients.
- > **HEARST MAGAZINES**, New York, NY, 1994–1999
Art Director for Sports Afield, a monthly magazine: coordinated in-house art department, designed editorial features and departments, and directed photographers and illustrators. Also responsible for magazine redesign (new size and format).
- education** > **SCHOOL OF VISUAL ARTS**, New York, NY, 1996–1998
MFA in Illustration
- > **UNIVERSITY OF ROCHESTER**, Rochester, NY, 1990–1993
BA in Psychology and Studio Arts. GPA 3.97/4.0
- > **PRINCETON UNIVERSITY**, Princeton, NJ, 1989–1990
- honors** > Phi Beta Kappa
Graduated Summa Cum Laude (University of Rochester)
Honors Scholarship, SVA Masters Program
- accounts/clients** > Amazon.com, AT&T, The Atlantic Monthly, Balitono, Inc., Banana Republic, BeneFit Cosmetics, Cingular Wireless, The Gap, Hitachi, Hyperion Books, LeapFrog, Little Brown and Company, Men's Journal, On Board Entertainment, SBC, Sony Style Magazine, Sports Afield Magazine
- software** > InDesign, Quark, Photoshop, Illustrator, Flash, Powerpoint, GoLive
- final note** > In case you are wondering how to pronounce my last name: mer-GEE-ya. (It's spanish.)