



# savitha pal

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## EDUCATION

**M.B.A.**, Graduate School of Business  
(Communications and Media Management)  
Fordham University, New York, NY, Fall 2006-present

**B.F.A.**, Graphic Design  
Virginia Tech, Blacksburg, VA, Fall 2002

## COMPUTER SKILLS

- Quark XPress 6.5
- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Adobe InDesign CS3
- Macromedia Flash 8.0
- Macromedia Dreamweaver 8.0
- Microsoft Office Software
- Basic HTML
- Proficient in Mac/Windows Platforms

## AWARDS/NOMINATIONS

- Max Person of the Year (2007), Nominee (2005, 2006)
- Award of Excellence, Best in Print Awards, sponsored by the Printing Industries of Virginia (PIVA), *Cover Design* (2004)
- Award of Excellence, Best in Print Awards, sponsored by PIVA, *Media Kit* (2003)

## LEADERSHIP EXPERIENCE

- Society of Black Designers: Co-founder and Senior Graphic Artist of "State of the Art" Newsletter and E-Zine (2001)—Outreach publication for students and faculty in Departments of, and relating to, the Arts
- Theta Nu Xi Multicultural Sorority, Inc., Eta Chapter: Publicity Chair (2001-2002), Public Relations Chair (2002)—Coordinated events, created publicity material and official logo for the chapter; Established relationships with student organizations and faculty

## PROFESSIONAL EXPERIENCE

### JAN 2005-PRESENT

### Art Director

McMahon Group/Max Graphics  
New York, NY • www.mcmahonmed.com

- Working closely with a team of editors, production managers, publication directors, and account managers to produce monthly magazines and client projects for a leading medical publisher
- Responsible for layout, illustration, and design of *Anesthesiology News*, the leading publication in the market (June 2007-present), *General Surgery News* (January 2005-June 2007), *Primary Pain Care* (2005), and *Obesity Care Special Edition* (2007)
- Creating campaign strategies alongside aggressive sales and editorial initiatives to attract advertisers and readers, and to ensure publication remains competitive and current in the market
- Created first annual *General Surgery News Buyer's Guide* and annual *General Surgery News Special Edition*
- Designing custom publishing projects for clients including brand identity, print advertising, newsletters, pocket guides, and other medical education resources; Clients include Pfizer Inc., Eli Lilly and Company, Johnson & Johnson, AmeriSource Bergen Corp., AstraZeneca, Cephalon Inc., and several others
- Designed brand identities for the 2006 and 2007 annual meetings of the American Conference on Pain Medicine and the American Conference on Psychiatric Disorders attended by advertisers in the medical industry and physicians nationwide
- Designed corporate identity and developed promotional materials for McMahon Group subsidiaries: Applied Clinical Education, Institute of Applied Science & Medicine, and PMG Communications

### DEC 2004-JAN 2005

### Freelance Promotion Designer

WWD Media Worldwide/Fairchild Publications  
New York, NY • www.wwd.com

- Held key role in launch and promotion of *Women's Wear Daily* web site
- Worked closely with the Director of Marketing in creating publicity materials including advertorials, graphic e-mail blasts, animated banner ads, and signage

### JAN 2003-NOV 2004

### Graphic Designer

Institute of Transportation Engineers (ITE)  
Washington, DC • www.ite.org

- Played lead role in graphic design and production capabilities in the Communications and Marketing Department for a non-profit international organization
- Designed and enforced corporate branding for organization, consistent throughout web and print materials
- Created advertisements, brochures, annual meeting programs, large-scale conference displays, flyers, sales collateral, and miscellaneous design solutions; Managed projects from concept to completion
- Responsible for layout and cover design of monthly *ITE Journal* web articles, twelve quarterly council newsletters, and several books published by ITE
- Served as liaison with print vendors; Responsible for managing prepress procedures, evaluating printer bids and vendor capabilities, reviewing blue-line proofs, tracking projects, negotiating cost within budget, and meeting production deadlines
- Created campaign strategies for ITE programs such as the Employment Center and Professional Development Program