

4129 Kenway Ave.
Los Angeles, CA 90008
P: 323-292-8302
E: rcwgrafx@aol.com
www.rcwgrafx.com

René Cross-Washington
[ArtDirector]

Professional Experience

OBJECTIVE

Art Director / Creative Director

"Dedicated to the evolution and revolution of the creative process in the spirit of designing for excellence, creative living and love for community."

To secure a position in creative development, art direction or as a senior graphic designer. Excellent skills and extensive experience in publication and print design. Able to successfully collaborate with clients and vendors for optimal results and design solutions. Coordinate project management, directing photo shoots, sub-contracting and directing freelance talent for non-profit and for profit organizations, entertainment industry, educational institutions and corporations.

Art Director / Creative Director

Freelance / Contract / Current

René Cross-Washington is principal of a boutique creative company with over 29 years experience in providing dynamic, exciting and innovative solutions to marketing and promotion with her own unique brand of cultural sensitivity and community awareness.

As Art Director, René is responsible for the creative development and design of projects ranging from corporate identity, advertising, environmental graphics, museum catalogs, product development, interior design and special event planning.

Designing campaigns for notable clients such as The Brotherhood Crusade, The Jenesse Center, Inc., Faithful Central Bible Church, The Los Angeles Urban League, Institute for Nonviolence in Los Angeles, Days of Dialogue, Los Angeles Southwest College and Ebony, has given her the distinction of creating visual identities that boast colorful exciting images that heighten visual recognition, brand knowledge and encourage patronage of these institutions. Delivering impressive media and marketing presentation materials has proven increased national exposure which often result in greater corporate partnership and sponsorship commitments for many of the nonprofit organizations that René has worked with.

Art Director / Los Angeles Sentinel Newspaper, Los Angeles, CA

1/2005 to 2/2009

Art direction and design of weekly newspaper with distribution of 20,000. Initial assignment was to redesign the entire newspaper, masthead and logo, new templates and section heads. Additionally, created marketing kit and all company collateral and coordinates design with web developer. Responsible for original advertising for newspaper as well as special events produced by the Los Angeles Sentinel such as "Summer Soul Jazz Concert" and "Taste of Soul" street fair which attracts over 150,000 attendees.

Art Director / Designer / Turning Point Magazine, Los Angeles, CA

7/1997 to 3/2002

Art direction and design of quarterly magazine. Implemented redesign of format and introduced new design elements to the to the layouts. Responsibilities include project management, directing photo shoots, interacting with vendors and press approvals.

Art Director / Designer / Family Times Calendar, Los Angeles, CA

2/1996 to 7/1999

Designed and created format for this monthly family entertainment and event calendar. Responsible for all aspects of design and production for each issue.

Art Director / Designer / "L.A. View" Magazine, Los Angeles, CA

9/1992 to 9/1993

Designed and implemented format style for this bi-monthly entertainment magazine as well as all aspects of production. Also worked with illustrators and photographers for commissioned pieces to be used editorially.

Sr. Graphic Designer / Graphic Arts Camera, Los Angeles, CA

10/1984 to 11/1986

Responsible for original design concepts, comprehensives and mechanicals. Provided direction for staff of production artists. Projects included newsletters, brochures, advertising and direct-mail, corporate identity and collateral literature.

EDUCATION

June 1984, Bachelor of Arts in Graphic Design

California State University, Los Angeles

Activities: Art Director "Statement" Magazine

Initiated format design for cover, interior pages and all phases of production for this quarterly university publication.

RECOGNITION

- Who's Who In Black Los Angeles, 2009, 2010, 2011
- National Newspaper Publishers Association Foundation (NNPA), 2006, 2007, 2008 Merit Awards
- Public Relations, Advertising and Marketing Excellence (PRAME), 1994, 1995, 1997, 1998 PRAME Awards

René Cross-Washington



Design Associates

[GraphicDesign]

4129 Kenway Ave
Los Angeles
CA 90008
323-292-8302
FAX-292-9327

E-MAIL:

rcwgrafx@aol.com



AssociatesBio

Rene Cross-Washington

Art Director / Creative Director / Designer

Rene' Cross-Washington is principal of a boutique creative company providing marketing design services from concept through printing. Each project is an opportunity to explore forms, colors, textures, graphics, typestyles and other imagery to evoke emotional as well as a visceral experience connecting the targeted consumer to brand or corporation. Teaming with some of the best photographers, copywriters and printers in the industry as "Design Associates" creates an opportunity to offer dynamic, exciting and innovative marketing strategies and campaigns. These partnerships allows us the flexibility to work on projects of any size with the personal attention that much larger creative companies often neglect.

Rene' is an Art Director/Creative Director, with over 29 years experience, is responsible for creative development, art direction and design of several projects ranging from corporate Identity programs; institutional design, media kits; catalogs; magazines; cd and video packaging; outdoor advertising; special event and multi-media conference presentation and promotional materials.

Developing and designing strategic-related marketing materials for use in a variety of ways, as sales support, corporate collateral, white papers, direct mail and advertisements. Extensive experience in publications range from Art Direction and implementation of new and re-designed concepts for cover to cover layouts. Serving as Art Director of Turning Point Magazine, Challenge of Faith Magazine and currently The Los Angeles Sentinel Newspaper. Primary objectives for publications such as these encompasses complete redesign of masthead and production templates, media-kit, promotional campaigns and special event marketing. Responsibilities included project management, sub-contracting and directing freelance talent, art direction, photo styling, interacting with vendors and press approvals. This experience gives Rene' the versatility to respond well to projects on demanding timelines with a wide range of technical expertise.

During her time as Art Director of The Los Angeles Sentinel Newspaper, her objective was to brand a new visual identity that dramatically updated the look and feel of the 75 year-old historically African American "Voice of Our Community" in Los Angeles and surrounding areas, increasing sales and subscriptions. Additionally, she designed campaigns and award winning layouts in consecutive competitions of the NNPA which resulted in the Los Angeles Sentinel's distinction as "The #1 Black Newspaper in America," winning the award for Overall Excellence in 2007. Delivered impressive media and marketing presentation materials which have also proven increased local and national exposure which has resulted in greater corporate sponsorship for Sentinel sponsored events. Marketing campaigns and original advertising for promotion of the newspaper as well as special events produced by the Los Angeles Sentinel such as "Summer Soul Jazz Concert" and "Taste of Soul" street fair and various other community events and tie-in collaborations. The "Taste of Soul" has successfully attracted increasing numbers from 35,000 the first year to as many as 105,000 attendees in the 3 years that it has been promoted.

Designing campaigns for clients such as the Ebony Magazine's Pre-Oscar Celebration, Los Angeles Southwest College, The Brotherhood Crusade, California African American Museum, The Baldwin Hills/Crenshaw Plaza and award winning billboard advertisements for The Los Angeles Black Business Expo & Trade Show has given her the distinction of creating visual identities that boast colorful and exciting images that increase visual recognition, community awareness and encourage patronage of these institutions. Delivering impressive media and marketing presentation materials have also proven increased national exposure which has resulted in greater corporate sponsorship for these and many other nonprofit organizations that Rene' has worked with.

