

# LIN TEICHMAN ART & DESIGN

631 HILLGIRT CIRCLE  
OAKLAND, CA 94610  
(925) 577-8708  
ARTISTLIN57@GMAIL.COM  
WWW.LINTEICHMAN.COM

## EDUCATION

1975-1979 Pratt Institute, BFA with honors in Communication Design

2007-2008 Web Design Certificate program at Academy of Art University

## EMPLOYMENT

### 1993-present. Graphic support for various nonprofit organizations.

Projects have included:

- Logos, letterheads, invitations, signage, catalogs and other collateral pertaining to school auction fundraisers.
- Creation of prospectus, catalog, signage, acceptance package, luncheon invitations for California Watercolor Association Nation Exhibition (10 years)
- California Watercolor Association Newsletter: Editor, designer and production. (11 years)
- Invitation, signage, slide show, programs and misc. graphics for fundraiser for Louisiana State University Health Science Center (post Hurricane Katrina, raised \$250,000)
- Advertisements and flyers for Women of Isaiah Gift Shop (6 years)

### 1987-1993 Sole Proprietor of Synergy Design, a graphic design and illustration firm, specializing in medical marketing and education.

Designed and produced projects from conception with client to printing and/or mail house. Types of projects included: annual reports, logo design and implementation, magazines, newsletters, monographs, symposia promotion and collateral, educational slide kits, textbook illustration, trade show display.

Clients included: Genentech, Oral-B, Syntex, Medco Research, Pro-Health Medical Marketing, William C. Isaacs Associates, CPG Publishing, Mason Medical, Illustrious, Inc.

### 1984-1987 Senior Art Director for Biomedical Information.

Responsible for an endless array of newsletters, monographs, symposium collateral, educational slide kits and other marketing material. Worked closely with sales force and editorial staff to produce needed materials for clients.

### 1981-1984 Senior Sales Promotion Designer for Pocket Books division of Simon and Schuster.

Developed and designed marketing, point of purchase and publicity materials for paperback division. Worked closely with publicists, art director and copywriters.

### 1980-1981 Art Director for Abraham and Strauss Department Stores.

Created all advertising and direct mail campaigns for Cosmetics, Jewelry and Children's Wear. Worked closely with copywriters and photographers to create concepts.

### 1979-1980 Designer, Synergistics Research Corp.

Created package design, catalog design and occasional product design (toys!).

### 1978-1979 Graphic Designer/VISTA volunteer for PICCED

(Pratt Institute sponsored community development association).

Created logos, posters, brochures, booklets on as needed basis for nonprofit urban community groups.