

teresa pereira

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professional experience

September 2016 – Present

Maria Regina High School | Hartsdale, NY

Studio Art Teacher

Give instruction in Studio Art disciplines covering a variety of media (including charcoal, oil pastel, acrylic, and watercolor), subject matter (including still life, portraiture, landscape, and message-based art), and skill level for students in grades 9 through 12.

- Teach courses in Introduction to Art, Intermediate Art, Advanced Art, Portfolio Art, Introduction to Graphic Design, and Advanced Placement Art
- Explain the principles of art and design, teach techniques for drawing, painting, collage, color theory, and 2-D design
- Use a hands-on, step-by-step approach to promote art appreciation and personal creativity
- Moderate the school's chapter of the National Art Honor Society: coordinate extra curricular events for NAHS within the school as well as promote opportunities for student art exhibitions at local and online art galleries

June 2016 – Present

Freelance Art Community Art Instructor

Teach a broad range of visual art projects—including still life, landscape, portraiture, printmaking, and collage—to local community groups that participate in art workshops in programs provided by The Yonkers Public Library, The Hudson River Museum, and Yonkers Neighborhood Naturally Occurring Retirement Community (NNORC).

January 2008 – Present

PearTree Designs | Yonkers, NY (self-owned Business)

Freelance Graphic Designer

Provide graphic design services for a variety of clients including NYC Guitar School and Rye Free Reading Room.

- Design logos and create company branding
- Create original illustrations, advertising, posters, signage, fliers, event invitations, postcards, brochures, web graphics and web ads.

August 2015 – August 2018

American Booksellers Association | White Plains, NY

Graphic Designer

Created visual concepts for ABA operations, marketing, and communications. Developed layout and production designs of fliers, brochures, reports, web collateral, logos, on-screen presentations, bookstore displays, and other items for programs and services for the Association and its members.

October 2014 – August 2015

Zachys Wine & Liquor, Inc. | White Plains, NY

Graphic Designer

Worked part-time in the Advertising Department of Zachys Wine & Liquor (ZWL) and Zachys Wine Auctions (ZWA):

- Designed signage for retail store and created postcards, ads, banners, tasting sheets for wine tasting events
- Formatted text and did page layout for ZWA catalogs
- Prepared emails using templates to send to ZWA clients
- Photographed wine for online and print material

August 2006 – December 2008

The Journal News | White Plains, NY

Graphic Designer, Marketing

- Designed logos, advertisements, brochures, fliers, event invitations, display banners, signage and other promotional materials for the Marketing Department
- Prepared page layout, text formatting and illustration for "Newspaper in Education," a monthly educational newspaper supplement delivered to schools
- Designed logos, web page layouts, web banners and e-newsletters for lohud.com's Internet products

January 1999 – March 2004

McMahon Publishing | New York, NY

Art Director

- Responsible for art direction, page layout and pre-press production of medical magazines such as *Retail Pharmacy News* and *General Surgery News*.
 - Prepared page layout and text styling of all articles, including composition of complex tables and figures.
 - Created digital and hand illustrations of art for cover stories, interior articles and educational reviews.
- Designed and produced medical special editions, wall charts, pocket guides and special reports,

January 1996 – December 1998

Elsevier Science, Inc. | New York, NY

Electronic Designer

- Designed 4-color and spot color covers for ESI NY journals and magazines such as *Trends in Cardiovascular Medicine*, *Integrative Medicine* and *Metal Finishing*.
- Designed display ads and created page journal layouts.

March 1994 – December 1995

Desktop Publisher

Elsevier Science, Inc. | Tarrytown, NY

- Responsible for page layout and production of 12 ESI scientific journals, including *Clinical Psychology Review*.
- Created digital illustrations and composed tables/graphs.

October 1992 – December 1995

Ad Designer/Mechanical Artist

Gannett Newspapers | White Plains, NY

- Designed display and classified ads for 13 daily papers.
- Made copy and art corrections to ads.

February 1993 – March 1994

Ad Designer/Art Production

Aviation Buyer's Directory | Harrison, NY

- Designed display ads for the quarterly directory.
- Scanned, sized, and corrected photos and art for ads.

relevant skills

- Well-versed in Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver
- Highly proficient with a range of studio art skills including sketching, painting, illustration, and graphic design

education

Fordham University, College at Lincoln Center, New York, NY
Bachelor of Arts Degree in Studio Art, 1991

awards

- **PTA Jenkin's Honorary Life Award**, 2013
- **"Big W" Award**, Advertising Club of Westchester, 2007
- **City of Yonkers Salute**, for Yonkers Public Library's "Children's Murals Project," 2004
- **Designer of the Year**, McMahon Publishing, 2000 & 2002