

LORI MARIE TODD

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EDUCATION

Bachelor of Science, May 2006
University of Miami School of Communication
Coral Gables, Florida. 305.284.2211
Dual majors in Journalism (publication
design track) and Studio Art (graphic design)

REFERENCES

C. Randy Stano
Visual journalism professor
University of Miami School of Communication
rstano@miami.edu

GW Babb
Graphics and design director,
Austin-American Statesman
gwbabb@statesman.com

Chris Melchiondo
Senior graphic artist, Miami Herald
cmelchiondo@miamiherald.com

SKILLS

Social media. I'm an early adopter and like to try new platforms as they are released to see how they can be utilized by the media to spread news and connect with the audience.

Graphic design. I bring a keen sense of awareness to design, always keeping in mind who the final audience is and what message is being conveyed.

Public speaking. Some people fear it. I love it.

Organization. I really like to get things done.

I'm a 'connector.' I like to bring people together who I think will work well together. It's intuition.

SOFTWARE

Adobe products

Acrobat Professional, Bridge, GoLive, Illustrator, InCopy, InDesign, Lightroom, Photoshop

Pagination systems

CCI, Coyote, DTI 4 and 6.5

Other

FinalCut Pro, HTML, Basic CSS, FTP programs, Merlin Content Manager, Wordpress

PROFESSIONAL EXPERIENCE

Miami Herald Media Company

Visual and multimedia journalist,
September 2008 to present
Miami, Florida. 305.350.2111

Design daily news sections, the Sunday front page and information graphics. Lead designer of the Herald's first iPhone application, Dolphins Football 2009. This application is the basis for four other upcoming iPhone applications.

Created a social media group in the newsroom to analyze the company's use of social media and helped plan our social media strategy. Proposed and planned the Herald's first two social media events (tweetups).

Austin American-Statesman

News designer, January 2007 to September 2008
Austin, Texas. 512.445.3500

Design the daily front page, A-section and Metro sections.

Milwaukee Journal Sentinel

News designer, July 2006 to January 2007
Milwaukee, Wisconsin. 414.224.2000

Six-month rotation designing Metro, Business, and Real Estate sections.

University of Miami Ibis Yearbook

Editor-in-chief, August 2005 to June 2006
Coral Gables, Florida. 305.284.6583

Plan and oversee the production of a 464 page full-color yearbook. Manage a \$60,000 budget, 30-person student staff, and deadlines for the publication. Improve the quality of copy, photography and design of the book. Awards for this publication include the Columbia Scholastic Press Association's Gold Crown and the National Scholastic Press Association's Pacemaker.

Miami Herald Media Company

Freelance graphic artist,
February 2005 to June 2006
Miami, Florida. 305.350.2111

Create original information graphics.

Quick learner. I pick up new things - including scary newspaper pagination software - very quickly.

Web savvy. It's been a while since I have done web design, but I still like to get my hands dirty, digging into API's when I have the time to and keeping up to date on the latest web trends.

Teaching. It comes natural to me and I enjoy sharing my knowledge with others.

Video. I've been trained to shoot and edit video for the web. I would love to do more of this.

HOBBIES

Photography, Saint Bernards, Netflix'ing, listening to geeky podcasts, analyzing serifs.

ACTIVITIES

Social Media groups

South Florida Social Media Club, RefreshMiami

Professional organizations

Society for News Design,
National Press Photographer's Association

Atlanta Journal-Constitution

News design intern, June to August 2005
Atlanta, Georgia. 404.526.5151

Design Metro and suburban sections.

University of Miami School of Communication

Graphic design software instructor,
September 2003 to May 2006
Coral Gables, Florida.

Teach Adobe InDesign and Photoshop to over 200 students each semester.

Prague Post

Design intern, May to August 2004
Prague, Czech Republic. +420 296 334 400

Design and edit the weekly English language newspaper.

University of Miami School of Communication

Digital photography lab assistant,
September 2003 to May 2004
Coral Gables, Florida.

Manage and maintain 15 Apple computers and photo printers. Assist students with Adobe Photoshop and Apple OSX.

University of Miami Division of Enrollment Management and Continuing Studies

Student print and web designer,
January 2002 to September 2004
Coral Gables, Florida. 305.284.8273

Produce web and print publications for prospective students, including the admissions website, university prospectus, university bulletins, program logos, brochures, self-mailers, and daughter websites for programs within the university.

University of Miami Division of Enrollment Management and Continuing Studies

Student photojournalist,
August 2001 to January 2002
Coral Gables, Florida. 305.284.8273

Photograph university events for use in web and print publications for prospective students.