



INES HILDE

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EDUCATION

1998 BFA with Honors in Graphic Design, Rhode Island School of Design
1993-95 Environmental Design, Texas A&M University
1983-92 Dance training and performances with various choreographers in Paris, France

**AWARDS
& HONORS**

2007 District 2 Silver ADDY for the Waterview Sales Brochure
2007 ADDY, Best of Collateral Material for the Waterview Sales Brochure, Advertising Club of Metropolitan Washington
2007 Best of Show, Iggesund Paperboard, for The Mark Sales Brochure
2006 Best of Show, PIA Award for the Waterview Brochure
2004 Photograph of the World War II Memorial in Washington D.C. featured in *Architecture* magazine and *The Washington Post Magazine*.
2003 Award of Merit, the Art Directors Club of Metropolitan Washington: book for the 20th Anniversary of the Institute for the Museum and Library Services
2003 Award of Merit of the Art Directors Club of Metropolitan Washington: Belmont Museum Booklet
2000 Silver Inkwel Award for the Guilford Pharmaceuticals Annual Report 1999
2000 Silver Inkwel Award for the Glen Burnie Museum Annual Report 1999
2000 Honorable Mention, American Association of Museums: Glen Burnie Museum Annual Report
1999 Student project featured in the 1998-1999 Rhode Island School of Design Catalogue
1995 MSC Visual Arts Exhibit of Photography, silver Prize, Texas A&M University

SKILLS

Macintosh/PC: InDesign, Photoshop, Illustrator, Dreamweaver (CS to CS4), Lightroom, Quark X Press, Acrobat, Microsoft Office, basic HTML, CSS, and Flash; Photography.

EXPERIENCE

Present, ih Design, Washington, D.C.

Creative Director: Conceptualized and designed 300 square feet of environmental graphics and signage for the new office space of the American Society of Clinical Oncology, which is changing the way clinical care is administered to cancer patients. Art directed a human rights project by designing the cover of the book *On Torture*, published by The Johns Hopkins University Press, and creating all the supporting graphics and advertising for the symposium on the book, sponsored by George Washington University and the Heinrich Böll Foundation. Ongoing art direction and design of the covers of the literary and historical journal *South Central Review*. Designed various projects for the National Education Association, including the branding for the Priority Schools Campaign, a program that aids troubled schools. Designed the Final Report and other projects on climate change and energy issues for the Heinrich Böll Foundation North America. Report on renewable energy technology for the Meister Consultants Group, funded by the European Commission. Developed the branding program for the Journalism Development Network (based in Sarajevo, Bosnia). Created marketing collateral and event invitation for the Smithsonian National Air & Space Museum.

2008–2010, The United States Holocaust Memorial Museum, Washington, D.C.

Freelance Senior Designer: Responsible for the re-design and branding of all marketing collateral and all Museum print publications, including marketing collateral, advertisements, booklets, brochures, conference materials, educational materials, invitations, museum items, signage, visitor way-finding signs, banners, posters for conferences, exhibits, and events. Design of marketing collateral for the 2010 Days of Remembrance events. Selection and management of historical visual materials (historical photographs or artifacts) and creation and management of type treatments to elucidate historical themes and events. Project management, production and pre-press, and close collaboration with the art director, editors, and clients on all projects. Translation into French and editing of French texts. *Clients: all Museum departments.*

2004–2008, AXIS Brand Marketing, Washington, D.C.

Senior Designer: Art direction of projects ranging from corporate identity and product branding programs, to marketing collateral, including advertising campaigns, environmental graphics, brochures, signage, direct mail, and multimedia for international, national, and local clients. Handled all projects from conception to final delivery. Other responsibilities included client presentations, management of large projects within given budgets and schedules, photo research, and art directing photo shoots, freelancers, and web developers. *Clients: Donatelli Development, Gilbert Heinz & Randolph, Monument Realty, The JBG Companies, Zero to Three, CAFRITZ Inc., WDG Architecture, Suited for Change, XO Communications, The Heart Rhythm Society, Sodexo, Congressional Quarterly, Time Warner Cable Business Class.*



EXPERIENCE

2003–2004, Leo A Daly, Washington, D.C.

Lead Senior Designer: Art direction of large environmental graphics projects. Exhibit for the 100th Anniversary of the International Brotherhood of Teamsters, displaying the union’s core values, in their headquarters lobby. This project included research and integration of historical and modern images into a 150-foot soffit, a series of 6 free-standing displays, 2 interactive kiosks, an 8-foot tall commemorative poster, and a documentary featured on a 60-inch plasma screen. Other projects included way finding and signage, CD packaging, self-promotion collateral, presentation and marketing materials, postcards, brochures, invitations, posters, CD-ROMS, editing of corporate videos, and other multimedia materials including animations. Management of the junior design team, vendors, budgets, and proposals. Clients: the Veterans Benefits Affairs, the International Brotherhood of Teamsters, DuPont, Municipal Securities Rulemaking Board.

2002–2003, Discovery Communications, Inc., Silver Spring, MD

Freelance Senior Designer: Responsible for the design, from conception to pre-press, of marketing collateral materials including press kits, brochures, letterhead, CD packaging, invitations, presentation materials, exhibit displays, and retail signs for both domestic and international needs. Also, trade and tune-in advertisements, web banners, web sites, packaging, exhibit displays, and logos. Other assignments for different networks and departments within DCI. Clients: all 11 networks and various business extensions of Discovery Communications

1999–2002, Beth Singer Design, Washington, D.C.

Senior Designer: Responsible for the design, from conception to pre-press, of information books, conference materials and marketing brochures to trade show exhibits, POP, identity programs, press kits, annual reports, and web sites for different museums, associations and corporate clients. Other responsibilities: art direction of photographers, illustrators, freelancers, and web developers. Web site-mapping and engineering, client presentations, production for print and web, and press checks. Clients: PBS, the American Red Cross, the Centers for Disease Control, Glen Burnie Museum, The Institute for Museum and Library Services, Belmont Museum, the WorldSpace Foundation, Guilford Pharmaceuticals.

1998, College of Arts and Architecture, Communications/Public Relations Office, Penn State University

Designer: Responsible for the design, from conception to pre-press, of publications for eight colleges within the university, and managing projects within given budgets.

1998, The MIT Press, Cambridge, MA

Designer: Designed several book jackets from conception to pre-press. Responsible for photo research and creation of illustrations.

FREELANCE

Gill Fishman Design, Boston, MA: web site for their client Locust Walk Partners

The Johns Hopkins University Press, MD: cover designs

South Central Review: cover designs for a literary and political journal

South Central Modern Language Association: cover designs for the SCMLA Annual Conference

Tameme, Los Altos, CA: cover designs of the literary journal

JPI, NY: marketing collateral for a real estate developer

The Applied Philosophy Group, New York University: identity program and a web site

Department of English, Texas A&M University: Recruiting Brochure for the Masters Program in Comparative Literature and Culture, and a conference poster.

Melbern G. Glasscock Center for Humanities Research, TAMU: identity and stationery

Bayou Muse, Washington, D.C.: identity and marketing collateral for a fashion stylist firm

Contemporary French Civilization, Urbana, IL: Cover design of academic journal

College of Liberal Arts, Penn State University: Poster design of the play My Left Breast by Susan Miller

URLS

Self-promotional [front-end & back-end design]: www.ineshilde.com

Locus Walk Partners: www.locustwalkpartners.com

South Central Review: www.euro.tamu.edu/SCR/

Rod Glover, Painter: www.rodglover.com

LANGUAGES

Native French, fluent English, working Spanish

SCHOLARSHIPS

1995–1998, Rhode Island School of Design Scholarship

1997–1998, Guilford Handcraft Center Scholarship, Connecticut

1996–1997, Women’s Advertising Club of Rhode Island Scholarship

