

Cheshire Isaacs

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EXPERIENCE

**ART DIRECTOR
BERKELEY REP**
BERKELEY, CA
2005-PRESENT

Create all graphics for this \$12 million Tony Award-winning regional nonprofit theatre, including show identities, collateral, ads, signage, and new media for at least seven productions per season. Art-direct and design the company's magazine, which publishes at least seven times a year and ranges from 40–56 pages. Mentor and train a full-time graphics fellow. Shoot photos for show identities, collateral, special events, donor portraits, and press usage. Have produced television and radio commercials. Overhauled the corporate identity, refining the logo and implementing a company-wide type family. Established the company's in-house videography. Rebuilt the website to further the company's brand identity as well as improve usability and flexibility; the *San Francisco Chronicle* called the revamped site "a model of clarity and elegance."

**MANAGING DIRECTOR/
ART DIRECTOR
IMPACT THEATRE**
BERKELEY, CA
2001-PRESENT

Run the business side of a celebrated small nonprofit theatre company. Responsible for all aspects of marketing, public relations, development, administration, social media, and graphics: design, write copy, and shoot performance and marketing photos for posters, postcards, press materials, the website, and other new media to support five productions per season. Have shot and/or produced several videos to promote productions and accompany grant applications. Increased the company's donor and volunteer base and tripled the mailing list. Established and have coordinated and run the company's major fundraising events, five successful annual benefit poker tournaments.

**FREELANCE DESIGN,
PHOTO, AND VIDEO**
EMERYVILLE, CA
1992-PRESENT

Create and produce identities, brochures, publications, book covers, websites, ads, presentations, and more. Shoot food, event, and portrait photography. Shoot and edit video; past projects include dozens of campaign videos as well as theatrical performances. Client list includes a wide variety of arts organizations, nonprofits, restaurants, and more.

**ART DIRECTOR
LITERACYWORKS**
EMERYVILLE, CA
2000-05

Created and/or maintained websites for more than 100 adult-literacy programs through the National Institute for Literacy. Also designed identities and other print materials as well as websites for our own clients, which included the California State Library, the Fannie Mae Foundation, Easy Voter, and more.

**GRAPHIC DESIGNER
A.C.T.**
SAN FRANCISCO, CA
1996-2000

As a one-person graphics department, created all show identities, brochures, magazines, signage, ads, and the website for the Bay Area's largest nonprofit regional theatre company and its several conservatory programs.

PUBLICATIONS AND HONORS

My photos have been published in the *New York Times*, the *San Francisco Chronicle*, *American Theatre Magazine*, *San Francisco Magazine*, and *Diablo Magazine*, as well as other Bay Area periodicals and national trade magazines. My design work has appeared in the *Print Regional Design Annual* and *Print's Entertainment and Sports Show*.

SOFTWARE PROFICIENCY

InDesign CS5 · Photoshop CS5 · Illustrator CS5 · Dreamweaver CS5 · Hand-code HTML/CSS · Lightroom 4 · Keynote

EDUCATION

UC Berkeley · BA with honors in political science · minor in English · 1992