

# JAIME {BOYLE} IBRAHIM

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## **FREELANCE ART DIRECTOR/DESIGNER | NEW YORK**

*March 2005 – present*

**ASSOULINE PUBLISHING:** Manage junior designers, interns and photo researchers working on a seasonal list of books. Work closely with editors and production staff to manage keep schedules. Create design and concept for high-end, luxury books

**HARPERCOLLINS:** Developed concept and design of 300 page hardcover cookbook project for world renowned chef and restaurant extraordinaire Emeril Lagasse

**BLUE STITCH BOOKS:** As founder and owner I design, produce and market a line of handcrafted journals, sketchbooks and note cards. Established an identity system, packaging, promotional materials and a web site to showcase the products and services offered by Blue Stitch Books

## **ART DIRECTOR | MARTHA STEWART LIVING OMNIMEDIA | NEW YORK**

*September 2007 – November 2007*

Developed concepts for and art directed photo shoots, working closely with prop and food stylists. Directed team of production designers in implementing established brand identity throughout various packaging mediums. Created and unified brand guidelines for three divisions featured at Kmart.

## **DESIGNER | RED HERRING DESIGN | NEW YORK**

*September 2000 – August 2007*

**BELAFONTE ENTERPRISES, INC:** Nominated for a Grammy® in Best Packaging category. The Long Road to Freedom: An Anthology of Black Music, an extensive package which includes a 150 page hardcover book that tells the history behind the music, five CDs, and a DVD with interviews of the people behind the creation of this collection

**ZOCCOLINO:** Conceptualized and implemented identity for the launch of a custom made footwear line. Created synergy amongst brand marketing efforts and collateral including retail signage, posters, brochures, postcards, shopping bags and promotional items. Art directed grand opening of Los Angeles retail operation

**A&E:** Develop concepts for television show identities and quarterly packages based on different programs that included a premium item and conceptual packaging solution

**SIMON & SCHUSTER:** Developed concepts for numerous fiction and non-fiction titles through the Fireside imprint. Acted as primary liaison with photo agencies and managed imagery for large book projects

**RELIX MAGAZINE:** Re-designed image of bimonthly music periodical interested in expanding its already loyal readership. Art directed cover photo shoots, managed design and produced feature articles along with CD reviews section

**KAUFMAN CENTER:** Established theme and visual identity for New York City's Merkin Concert Hall during the 2005 season. Art directed multiple projects from concept through production and acted as liaison with printer for postcards, program flyers, and brochures

## **AWARDS**

*44th Annual Grammy Awards® Nominee | Communication Arts Design Annual  
Print Regional Design Annual | Step by Step Design Annual*

## **EDUCATION**

*May 2000 | Bachelor of Fine Arts in Visual Communications | University of Delaware*

## **SKILLS**

*Proficient in Bookbinding, Adobe InDesign, Photoshop, Illustrator & Acrobat, QuarkXPress, Microsoft Office*