

# HELENA V. DE VENGOECHEA

4 Lexington Avenue, #4H New York, NY 10010 • 917.749.2499 • helenade1@me.com

Digital Design + Photography : [www.helenavstudio.com](http://www.helenavstudio.com)

## EDUCATION

### PARSONS SCHOOL OF DESIGN

- Associate in Applied Science degree in Graphic Design. Graduated with honors in Fall 2000.

### UNIVERSITY OF COLORADO @ BOULDER

- School of Journalism & Mass Communication, B.S. in Advertising. Graduated in May of 1998.
- Studied Photography from 1994-1996.

## EXPERIENCE

### Digital Designer @ HELENA V. STUDIO New York, February 2007-Present

- Design web + print marketing collateral for Fashion + Publishing companies (see below) for promotional purposes.
- Photograph products for Fashion + Publishing companies (see below) for promotional purposes.

### Digital Designer @ LUCKYCHIC.COM New York, December 2010-March 2011

- Designed an e-newsletter + a landing page for the online company to promote its products.

### Digital Designer/Art Director @ NANETTE LEPORE New York, September 2010

- Designed landing page and web banner ad for the fashion designer.

### Digital Designer @ HEARST MAGAZINES New York, January - February 2010

- Designed web ads for *Cosmopolitan*, *Marie Claire* and *Good Housekeeping*.

### Sr. Graphic Designer @ TRAVEL + LEISURE New York, November '06-August'08

- Designed evites, eblasts, ads, sell sheets, merchandiser recaps, posters and announcement cards.
- Photographed *T+L Design Award* party at the *IAC* building.

### Associate Art Director @ WMI New York, May 2007-August 2008

- Designed web pages for *shopthispage.com* and *digitalmediaspecialists.com*.
- Art Directed & Photographed *Tripeptinon* product that was published in *Vogue*, *Redbook*, *Elle* & *Cosmo*.

### Sr. Graphic Designer @ SIMMONS JEWELRY CO. New York, April 2007

- Designed a *Hello Kitty* ad for *Hamptons* magazine.
- Photographed jewelry that was published in a book titled *Toys for Girls*.

### Graphic Artist @ POLO RALPH LAUREN New York, June 2002-October 2006

- Handled Graphic Arts for *RL's* Children's + in-house Advertising department.
- Photographed Mr. Ralph Lauren, Philanthropy events + an Int'l marketing event at the *Polo* mansion.

## SKILLS

### COMPUTER

- Highly proficient in Adobe InDesign, Quark, Photoshop, Illustrator & Dreamweaver. Proficient in Microsoft Office.

### PHOTOGRAPHY

- Shoot product, event and fine art photography. Clients include *Ralph Lauren*, *Travel + Leisure*, *Simmons Jewelry Co.*, *WMI*, *Vogue*, *Self*, *Redbook*, and *Glamour*.