

Len Small

lensmalldesign.com
646.221.6950

Experience

Tablet Magazine/Nextbook Inc 2009-present

ART DIRECTOR AND WEBMASTER

- Orchestrated the launch of Tablet Magazine (tabletmag.com), June 2009, a daily news and culture magazine/blog using CMS-based platform
- Regular duties include creating and commissioning site graphics for Tablet daily articles, managing Art Department team and staff web needs, advertising, marketing, photography, and logo/brand creation for Tablet and Nextbook projects
- Inaugurated a design internship program for undergraduate-level students
- Print projects include *Text/Context* magazine (The Jewish Week), *What We Brought Back* (Toby Press), *Shabbat Book* and *Traveling Companion* (Birthright Israel)

Len Small Design, Inc., 2003-present

OWNER, DESIGNER

Selected clients:

Razorfish, New York

- Contracted to create pitch packages for new business and web design for retainer clients, including Mercedes-Benz USA and EMC

SNG Publications, Chicago

- Created logo and page templates for Radish Magazine

Taste of the Nation Brooklyn, New York

- Logo and identity work for non-profit benefit event

Empax, 2007

DESIGNER

- Design and programming for non-profits including Alliance for Climate Protection, Jazz Hostels, Other Israel Film Festival

Fry Inc., 2006

ART DIRECTOR

- Directed and designed for e-commerce websites for corporations including Gevalia, Tassimo, Godiva, Builders Square

R/GA, 2000-2003

WEB DESIGNER

- Member of the IBM dedicated team: constructed IBM global template & guidelines, created US and international sites for homepage and products
- Presented concept and design for web sites including Merck, SC Johnson (Raid, Oust Air Sanitizer), BankOne, Gloss.com
- Created graphics for websites including Ellis Island, Estée Lauder, BAM, AOL Time Warner
- Constructed animated web advertising for Nike and IBM
- *Best Interactive Agency of 2001, AdWeek Magazine*

Graduate Work

PITCH: MFA Design Thesis Exhibition, 2008

- Semi-Finalist for 2008 Adobe Design Achievement Awards (Print Communications)
- Profile in *CMYK Magazine*, vol. 42, "Self Love: The Art Of Publishing on Your Own"

CRIT, 2006-2008

- Editor and writer for Graduate Design blog (designcrit.us)
- Art directed 2008 CRIT redesign and relaunch

Skills

CMS (WordPress, Joomla), Markup (HTML, CSS), Flash (basic Action Scripting), AfterEffects

Education

School of Visual Arts, New York, Masters of Fine Arts in Design, 2008

Washington University, St. Louis, Bachelor of Fine Arts in Sculpture, 1995