

# PRESENTATION OF QUALIFICATIONS

## MARY ROTH BELAND

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### OBJECTIVE:

The work I am seeking should provide an opportunity conducive to professional growth enabling me to utilize my educational background and experience.

### EDUCATION:

**BFA DEGREE in GRAPHIC DESIGN** University of Illinois 1976. Studied the course of study for Graphic Design Majors with an emphasis in photography. Post graduate studies - UCLA in photography and art direction for television.

### EXPERIENCE:

Since 1976, I have been employed as an art director, designer, graphic artist, and photographer at design studios, ad agencies, film companies and various graphic departments. My design work has been mainly in the entertainment and toy field, and has entailed everything from designing chocolate bars to cd covers to toy packaging. I have a strong photographic background and also do digital retouching. I am proficient in the major graphic computer programs. As a photographer, I have had exhibitions throughout the country, have won awards in the fine art field, and have done work for various publications.

### DESIGN EXPERIENCE:

**Mattel Toys** 1988-present - Packaging - (Girls and Boys Toys), Graphic Design Group, Marketing, Licensing, Creative Promotional Resources, and Barbie Consumer Products) - Designed style guides and graphics for various licensees and created product mock-ups. Art directed numerous photo sessions. Also designed ads, brochures, catalogs, posters, and coupons - including major Mattel Promotions/Premiums including McDonald's Happy Meals booklets, and Barbie & Hot Wheels premium packages (including Chicago Cubs Fan Barbie, Grolier Book Club Barbie, Little Debbie Barbie).

### Design studios, advertising agencies, entertainment companies:

Virgin Interactive Entertainment, • Paper Moon Graphics, • Totally Chocolate, • Huerta Design, • New Venture Advertising, • Mary Ellen Bloom Creative Services, • Playmates Toys, • Chambers Design, • Gem Products, • Van Hamersveld Design, • Diener/Hauser/Bates, • Group 2 Design.

### Record Labels and Music Firms:

MCA Records, • Blast Records, • Bug Music Group, • Deli Platters, • Upstart Records, • Big Time Records, • Rhino Records, • King Coitus Records, • Clioh Records, • Chameleon Records, • Flatfish Records, • What Records, • Warner Brothers Records, • Razor and Tie, and • Relativity Records.

### Publication Experience:

Disney Channel Magazine, • Movieline Magazine, • Learning Tree University • Petersen Publishing Co. • BOMP! Magazine, • Stewart Communications, • California Business (photography), • William Morrow Co. (photography)

### Film Experience:

ABC Circle Films (1984-85 assistant to the Production Designer and Art Director of the mini series "War and Remembrance") • American Film Institute (1983-85 Art Director on four AFI Productions)

### Awards:

**ART QUEST '87 - MERIT AWARD, • GALLERIES ELECT '87 - PURCHASE AWARD**

PHOTOGRAPHY PORTFOLIO published in DARKROOM MAGAZINE, May 1987. My fine art photography has appeared in Japanese and Italian magazines.