

// MAECE SEIRAFI //

GRAPHIC DESIGN / TYPOGRAPHY

310. 666. 5367

maecesa(at)hotmail.com

www.maeceseirafi.com

EDUCATION //

MFA Graphic Design, May 2010
CalArts in Valencia, CA

BFA Communication Arts, May 2005
Otis College of Art and Design
in Los Angeles, CA

AWARDS // RECOGNITION

Recognized Posters and typefaces at
LA TypeCon 2010 gallery

Index Design: Designing Water's Future 2010 book

CalArts Magazine Summer 2010 issue

Communication Arts July/Aug 2009 issue

Index Design: AIGA/Aspen Design 2009 Finalist

Aspen Design Challenge 2009 Finalist

Certificate of Outstanding Achievement
from *Department of Water and Power 2009*

First Place Logo Competition 2007
for *Reach Program*

Otis Best of Show Exhibition 2005
Communication Arts

SKILLS //

Programs
Illustrator, Photoshop,
Indesign, After Effects,
Final Cut Pro, FontLab,
and MS Word.

Image-Making
Silkscreening, Photography,
Drawing, Painting, Calligraphy
Mechanical Illustration,
Letterform and Type Design,
and Book Arts.

EXHIBITIONS //

Happy Medium,
2010 CalArts
Crime and Punishment,
2009 CalArts
Lost Intentions, Found Purposes
Vitrine Exhibit "*Book Lust*"
2009 CalArts
Index Design: / AIGA Exhibit,
2009 Copenhagen, Denmark
Emerge Student Exhibit,
2008 AIGA Los Angeles
Love/Heartbreak Show,
2007 CalArts

EXPERIENCE //

Jennifer White Kuri // LOS ANGELES, CA

May 2007- present

Currently designing "*Global Women Project: First Portrayals*"
exhibition space, typography, posters, invites, and working
closely with curator Peter Frank and artist. Collaborated with
artist on letterform design for series paintings: "*Dinner Club*".

Sunset Strips Publishing // LOS ANGELES, CA

January 2007 - April 2007 (freelance designer)

Designed packaging, branding, logo development, and illustrations
for *Purim Festival* and *Farbregen Magazine*. Designed stationery
systems, business cards, letterheads, brochures, and packaging for
cultural organizations for various celebrations/events.

Buddha Baby Fitness // SANTA MONICA, CA

January 2006 - March 2006 (freelance designer)

Designed an identity system for fitness trainer's newly established
yoga studio. Further projects include, brochures, postcards,
and website.

Security Textile Corporation // LOS ANGELES, CA

October 2005 - February 2006 (freelance designer)

Redesigned a stationery / identity system for company and
assisted sister company (*Freshtex*) with rebranding logo.

Latinsphere Advertising // LONG BEACH, CA

August - September 2005 (freelance designer)

Creating advertising campaigns, signage system, posters for
OSH Hardware Store, Disney, Verizon, and Baby Einstein.

Yogitimes // SANTA MONICA, CA

November - December 2004 (internship)

Worked closely with creative director in designing the *Yogitimes*
magazine. Designed advertising campaigns for Yoga events,
concerts, and beauty kits. Designed company's magazine, flyers,
brochures, greeting cards, publications for *Aromatherapy,*
Phytobiodermie, and *Yogitimes Business.*

TEACHING //

TA Spring 2010 BFA2's *Visual Literacy*
for Mr. Keedy at CalArts

TA Spring 2004 1st Year Foundation
Color Theory for Michael Schrier, Otis