

## SUMMARY OF QUALIFICATIONS

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A Graphic Artist with three years of commercial design and photography work experience, specializing in the coordination, communication, and support of print and online marketing for the non-profit and visual art sectors.

- **Portfolio:** [www.sharesefrederick.com](http://www.sharesefrederick.com)

## EDUCATION

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*Graphic & Digital Design Certificate Program*  
Parsons the New School for Design

**Expected September 2012**  
New York, NY

*Bachelor of Fine Arts (B.F.A.), Studio Art – GPA: 3.50*  
Manhattanville College

**Graduated May 2010**  
Purchase, NY

- **Study Abroad:** Art History Summer Program in Japan, 2008

## RELEVANT WORK EXPERIENCE

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*New Media Coordinator – Americorps*  
New York Restoration Project (NYRP)

**November 2010 – October 2011**  
New York, NY

- Updated web graphics, photography and copy on NYRP.org and on the nonprofit's New Leaf Restaurant & Bar web site, using the DotNetNuke CMS software, HTML and CSS coding while consulting with the marketing department.
- Programmed and designed community program web pages for the nonprofit's community development and public events departments.
- Ensured that all third party web edits and design materials were completed on schedule by coordinating web site development with the Neo Design Group.
- Created VibrantCities.org for "Vibrant Cities and Urban Forests: A National Call to Action," a nationwide, U.S. Forest Service funded urban greening initiative, using Photoshop, Wordpress, HTML and CSS coding.
- Managed and posted daily content on NYRP's and MillionTreesNYC's Facebook, Flickr, Twitter pages.
- Compiled monthly web and social media reports with Sprout Social and Google Analytics for MillionTreesNYC and NYRP, which displayed NYRP.org's online traffic and statistics on its social media channels.
- Attracted more than 2,000 followers to the NYRP's and MillionTreesNYC's Facebook and Twitter pages.
- Photographed at Milliontreesnyc's volunteer tree planting days, NYRP press events and urban site restoration days.

*Design Intern*  
Studio 601

**September 2010 – November 2010**  
New York, NY

- Photographed the setup of exhibition installations for press kits and online distribution.
- Resized and rendered paintings and digital graphics by artist and founder, Paul Kolker, for online usage and art exhibitions
- Created contact lists for outreach and invites to the artist's five part exhibition series, "Go Gesundheit!"
- Assisted in the design and text layout for the artist's art exhibition catalogs.
- Updated Studio 601's email lists with more than 600 contacts using Constant Contact and Excel.

*Graphic Designer/Gallery Assistant*  
Manhattanville College, Art Department

**September 2008 – May 2010**  
Purchase, NY

- Designed the "Found on Facebook" exhibition, a 55-page catalog that contained works of 33 prominent and emerging artists found on Facebook by the gallery's Art Director.
- Placed between five and 52 pieces on the Arthur M. Berger Gallery's monthly art exhibitions.
- Created exhibition invite cards for Liz Whitney Quisgard's exhibition, "Structure & Pattern," using Photoshop and Quark Xpress.

# SHARESE ANN FREDERICK (718) 541-4694

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- Designed flyers for the Art Department's Spring 2009 free evening drawing sessions using Illustrator.
- Designed Arthur M. Berger Gallery Director's catalog for his "Baggage" exhibition at Russell Projects using Quark Xpress for page layout and Photoshop for editing artwork photos.

## *Graphic Designer – Intern*

**May 2009 – August 2009**

### **New York Cares**

**New York, NY**

- Designed web banners for the volunteer sections of New York Cares's web sites, NewYorkCaresDay.org and newyorkcares.org.
- Edited volunteer event photos for NewYorkCaresDay.org using Photoshop and Lightroom
- Redesigned and formatted digital and print ads in the "I am a New Yorker Who Cares" celebrity ad campaign which appeared in the New York Times, Martha Stewart Living magazines, and Clear Channel, Vanwagner and Lamar outdoor billboards.
- Photographed 200+ photos at a large New York City Civic Corps volunteer event with 250 youth volunteers and Mayor Michael Bloomberg and edited photographs using Lightroom.
- Redesigned invite cards, brochures and auction cards for New York Care's Happy Hour Event, a fundraising event for young donors and volunteers, using Photoshop and Quark Xpress.

## **ADDITIONAL WORK EXPERIENCE**

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### *Event Photographer*

**July 2010 – Present**

### **Self – Employed**

**New York, NY**

- Photographed concerts with photos published on Nymag.com & Brooklynvegan.com.

## **TECHNICAL SKILLS**

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- **Software/Applications** Macintosh and PC platforms, Photoshop, Illustrator, InDesign, Quark Xpress, Dreamweaver, Lightroom, Bridge, Word, PowerPoint, Excel, and Filemaker Pro
- **Online Applications:** DotNetNuke Web Content Management System, Fetch, Google Grants, Google Analytics, Google Adwords, Sprout Social, and Wordpress
- **Languages/Scripts:** HTML/CSS, JavaScript, and XML
- **Photography:** Batch Processing Photos, Retouching, Color Correction, Image Tagging/Cataloging, Digital Photography, Studio Lighting and Scanning
- **Foreign Language:** Spanish – Intermediate, French – Intermediate, German – Basic, Italian – Basic

## **HONORS**

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- Manhattanville College Departmental Honors, May 2010,
- Manhattanville College Presidential Scholarship, 2006-2010,
- Manhattanville College Annual Phyllis and Gary Grebstein Memorial Fund Juried Invitational Exhibition: 3rd Place, April 2009, April 2010

## **EXHIBITIONS**

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- Queens Museum of Art, Red Hook Food Vendors Exhibition, Group Exhibition, Sept. 2010- Part of "What's the Hook Project" by Harriet Zucker
- Manhattanville College, The Annual Fagin Memorial Fund Competition in the Visual Arts, Apr. 2010
- Manhattanville College The Annual Phyllis and Gary Grebstein Memorial Fund Competition in the Visual Arts, Apr. 2008, 2009
- Rabindra Bharati University Student Art Exchange Exhibition, Nov. 2009
- University of East London Student Art Exchange Exhibition, Jan. 2009