



nicole l. trudeau

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summary

Twenty years of varied design experience. Well versed in graphic, interior, industrial, environmental, retail, web and advertising objectives. Familiar with best practices in museum and non-profit design and operations, including visitor-advocacy and ADA compliance. Fluent in Adobe Creative Suite (Illustrator, InDesign, Photoshop), MS Office Suite, Filemaker Pro, Vectorworks and SketchUp. Concise and enthusiastic presenter. Timeline abider. Collaborator. Project manager. Mentor. Diplomat. Creative thinker.

professional history

1 Squid Ink Design // Los Angeles

January 2013–Present

Owner and Principal

- Consultancy specializing in engaging exhibit and graphic design and branding.
- Clients include: Autry Museum of the American West, Braille Institute of Los Angeles, Catalina Art Museum, Fandango, Huntington Library, Art Museum and Botanical Gardens, J. Paul Getty Museum, La Plaza de Cultura y Artes, Natural History Museum Los Angeles, Norton Simon Museum, Palm Springs Art Museum, Pepperdine University, Princeton Art Museum (New Jersey), Skirball Cultural Center

2 Gold Metropolitan Media // Los Angeles

August 2014–May 2015

Freelance Art Director

- Assist with design, pre-press coordination and production for street banners and large-scale graphics for Southern California arts and cultural institutions
- Generate preflight proofs; attend press checks
- Ensure success in all phases from design to fulfillment
- Develop and maintain the company brand on internal documents and communication

3 Design Department, J. Paul Getty Museum // Los Angeles

December 1999–January 2013

Senior Designer

- Designed over 70 exhibitions, ranging in scope from large, temporary exhibits to small, rotating galleries with cohesive brand identities across 2-D and 3-D
- Exhibit design responsibilities included overall concept, space planning, interior architecture, furniture design, art placement, lighting and gallery graphics (title walls, text panels, label systems, didactic displays, murals, etc.)
- Promotional design responsibilities included print and environmental ephemera (brochures, on- and off-site banners, invitations, press kits, etc.)
- Responsible for pitching to and collaborating with diverse exhibition teams (curators, educators, editors, preparators, internal communications clients, production coordinators, senior staff, etc.) to establish strategies, and develop content/scope
- Created scale models, physical samples, and architectural drawings
- Proposed budgets and value-engineered projects to meet fiscal targets
- Communicated with vendors, overseeing fabrication and preparing detailed specifications for both print and build projects
- Helped to supervise a department of ten designers in a team environment
- Mentored junior staff and assisted in hiring new talent; including outreach with local design schools for intern opportunities
- Designed, developed and maintained several Getty brands, including that of Education, Public Programs, and the GettyGuide Audio Player
- Authored style guides and implemented systems to support various Getty brands, including user templates in Word to aid self-publishing efforts
- Developed museum-wide standards for labels and text panels



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professional history (continued)

4 MetroLight Studios // Los Angeles

March 1998–December 1999

Web Designer

- Designed extensive corporate website, including copy writing, research, editing, image formatting and collection of data

5 Tieken Design and Creative Services // Phoenix

September 1997–February 1998

Graphic Designer

- Projects included conceptual development of print ephemera
- Managed budgets, production, pre-press and attended press checks

6 Barry's Jewelers // Monrovia, California

August 1996–August 1997

Art Director

- Designed all promotional sales identities, including direct mail flyers, point-of-purchase signage/displays and print advertisements for nationwide jewelry chain (140 stores) from conception to completion
- Managed budgets and attended press checks

education

- BA–General Art. California State University, Long Beach
- Post-Baccalaureate studies in Art History and French. California State University, Los Angeles

associations and honors

- Judge, Charles Redd Center for Western Studies Award for Exhibition Excellence, 2014
- Winner, Charles Redd Center for Western Studies Award for Exhibition Excellence, 2013
Exhibition: *Overdrive: L.A. Constructs the Future, 1940–1990* [Lead Designer]
- Winner, Leab Exhibition Award 2004
Project: Exhibition Brochure, *Robert Motherwell: A La Pintura | To Painting*
- Winner, AAM Publication Awards 2002 [Honorable Mention]
Projects: Art Detective Cards, Family Guide to the Grand Tour
- Member, Western Museums Association (WMA)
- Member, American Institute of Graphic Arts–Los Angeles Chapter (AIGA)
- Member, Society for Experiential Graphic Design (SEGD)

lectures and presentations

- **Woodbury University, Burbank, CA**
Critique Participant: Senior Graphic Design portfolio reviews
Visiting Lecturer: *Environmental Design* [with Patrick Fredrickson]
- **School of Arts & Enterprise, Pomona, CA**
Visiting Lecturer in Exhibit Design
- **Western Museums Association (WMA)**
Moderator, 2014: *Innovative Marketing & Branding for the 21st Century*
Presenter, 2013: *Stories in Space: Design Strategies for Museum Interpretive Materials*
Presenter, 2012: *Moving From One Language* (Focus on Bilingual Design)
Presenter, 2011, *Brand Development at the Getty*
Presenter, 2010: *Make Your Mark: Branding your Institution or Program*



lectures *and* presentations (continued)

- **Art Center, 2012–2013**
Visiting Lecturer/Critiquer/Collaborator in Environmental Design in association with *Overdrive: L.A. Constructs the Future: 1940–1990* at the Getty Center
Visiting Lecturer (for Final Critique): *Environmental Design 4* [with Robert Ball]
- **Getty Museum Public Programs**
Lecturer, *Designing the Experience: Oudry's Painted Menagerie*, 2007
- **UCLA Extension, 2007–2013**
Course: *Print & Production Using InDesign*
Seminar: *A Designer's Guide to Offset Printing*
Visiting Lecturer (for Final Critiques): *Designing the Experience* [with Merritt Price]

professional references

Available upon request

volunteer experience

Aquarium of the Pacific, Long Beach, CA
Exhibit Interpreter, Education Department

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