

> **Jessica Loy**

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**PROFESSIONAL EXPERIENCE**

**Current**

> **Jessica Loy Design, Albany, New York**

Freelance design studio producing promotional materials, advertising, corporate identity, websites and other collateral mainly for small businesses and not-for-profit groups

> **Henry Holt and Company, Manhattan, New York**

Non-Fiction Children's Book Author, Illustrator and Designer. I have currently three books in the market with two books in development.

**Book Related Lecturer**

New York State Readers Association Conference, 2013, 2015  
Keynote Luncheon Speaker and Session Speaker  
Empire State Book Festival, Albany, NY, 2010, 2011  
Session Speaker and Panel Moderator  
College of Saint Rose, Albany, NY, 2012, 2014  
National Day on Writing Panel Speaker

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**PROFESSIONAL EXPERIENCE**

**Past**

> **Home Box Office, Manhattan, New York**

Design and art direction of television program *Coming Attractions*. Responsible for conceiving, animation, talent direction and film direction of segments.

> **American Broadcasting Company, Manhattan, New York**

Design of promotional booklets, posters, advertisements, and all other collateral material for ABC Specials, prime time and children's programming, as well as WPLJ radio station concert visuals and advertising campaigns.

> **Weinstein Otterman Associates, Manhattan, New York**

Art direction and design of advertising campaigns including printed material such as brochures, posters, invitations, logos, promotional packages, and television spots for CitiBank, Travelers Insurance and other smaller clients.

> **Conde Nast, Manhattan, New York**

Freelance art direction and design of promotional package for *Traveler Magazine*.

> **Murdoch Magazines, Manhattan, New York**

Art direction and design of award winning posters, booklets, invitations, logos and other promotional material.

> **American Stage Festival, Milford, New Hampshire**

Assistant Scenic Artist. Responsible for painting and other fabrication skills to realize set designers renderings for pre-Broadway productions. Many faux techniques were applied to create believable spaces.

> **University of Georgia, Cortona, Italy**

Design of promotional materials for the program while studying as a graduate student in Italy.

> **Rochester Institute of Technology, Rochester, New York**

Research and archival assistant. Responsible for assisting in the organization of original historic graphic design materials from Lester Beall, Herb Lubalin and others.

**TEACHING EXPERIENCE**  
Graphic Design

- > **The College of Saint Rose, Albany, New York, 1990 – 2021**  
Professor, Professor Emeritus, Center for Art and Design  
Graphic Design, Illustration and Digital Media, BFA Program. Responsibilities included development of new course curriculum, initiation of by-annual Design In London study abroad course, recruitment and committee responsibilities, Co-chair of the department, Undergraduate Show Chair, AIGA faculty advisor, Thesis advisor
- > **Rochester Institute of Technology, Rochester, New York, 1989**  
Adjunct Faculty  
*Basics in Typography* for Medical Illustration majors

**TEACHING EXPERIENCE**  
Other

- > **Elementary and Secondary Schools**  
Visiting Author  
Develop and deliver curriculum related to my non-fiction books to elementary and secondary schools, libraries, and various children's organizations.
- > **Design Alive, Manchester, England and Excelsior College, Albany, NY**  
Curriculum Consultant  
Review of graphic design programs both in examining broader philosophy and specific course offerings.

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**MEMBERSHIPS**

- > **American Institute of Graphic Artists**  
Faculty advisor for student chapter
- > **University and College Art Association**
- > **Society of Children's Book Authors and Illustrators**
- > **Graphic Artists Guild**

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**DISTINCTIONS**

- > **Journal of Aesthetic Education**  
Co-author of article entitled "Kitsch"
- > **Print Regional Design Annuals**  
Design work selected for annual design publications
- > **Poland International Poster Biennale, Warsaw, Poland**  
Poster design selected for international poster competition
- > **American Illustration 2**  
Design poster selected for annual illustration publication
- > **Society of Typographic Artist**  
Invited speaker for national conference
- > **Outstanding Teaching Award, The College of Saint Rose 2008, 2009, 2011**

**STUDENT AWARDS**  
Earned through  
my classes

- > **Print Magazine, Annual International Student Cover Design Competition**  
Honored 3 times with 1 Silver, 1 Bronze and 1 Honorable Mention in this highly competitive field
  - > **The One Club Show, Student Design Competition, NY, NY**  
Earned 1 Gold and 1 Honorable Mention
  - > **American 30 and under, Graphic Design and Advertising**  
2 Best in Show designations
  - > **Capital Region Advertising Federation, Annual Design Awards, Student Division**  
Earned dozens of gold, silver, bronze and best of show awards from our local chapter of the AIGA/CRAF organization. Many of these students have gone on to win both regional and national awards.
  - > **CMYK Magazine Student Competition and Top Young Creatives**  
4 students featured in CMYK
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**EXHIBITIONS**  
Most recent

- > **The John H. Baker Gallery, Univ. of Pennsylvania, WestChester, PA 2022**  
Work selected for the *We The Women Poster Exhibition*
- > **Kirkland Art Center, Clinton, NY 1997, 98, 00, 02, 06, 13, 15, 21, 2022**  
Work selected for a variety of juried exhibitions
- > **The InArt Gallery, 2020, 2021**  
Honorable Mention for design work selected
- > **Atrium Gallery, Marietta College, Marietta, OH 2021**  
Work selected for the *We The Women Poster Exhibition*
- > **Sleeth Gallery, Wesleyan College, Buckhannon, WV 2020–2021**  
Work selected for *Graphic Activism Exhibition*
- > **Massery Center Art Gallery, Albany, NY 1999–2020**  
Bi-Annual Faculty Show
- > **African American Museum, Philadelphia, PA 2019**  
Work selected for the *We The Women Poster Exhibition*
- > **Art in the Barn Gallery, Clinton, NY 2008,10,12,14,18**  
Drawing work selected for group show
- > **The Otherside Gallery, Utica, NY 2016**  
Invitational exhibition of 10 small drawings
- > **Regional Juried Show, Arkell Museum, Canajoharie, NY 2016**  
Drawing work selected for exhibition
- > **86th Annual National Juried Show, Slater Memorial Museum, Norwich, CT 2016**  
Drawing work selected for exhibition
- > **Output Graphics Exhibition – Albany Center Gallery, Albany, NY 2012, 13**  
Selected for exhibition of professional graphic design work, TriCity Area

**EXHIBITIONS**  
**Continued**

- > **Cooperstown Annual National Exhibition, Cooperstown, NY 2007**  
Drawing work selected for juried exhibition
  - > **Les Bohemes, Troy, NY, 2003**  
Drawing work selected for invitational group show
  - > **Cooperstown Annual National Exhibition, Cooperstown, NY 2001**  
Awarded the Frank P Whiting Memorial Prize for drawing
  - > **Munson Williams Proctor School of Art, Utica, NY 2000**  
One woman drawing exhibition and lecture. Museum purchase prize
  - > **Rome Art Gallery, Rome, NY 1997**  
"Four Artists, One Family" Select 4 artist exhibition
  - > **Cooperstown Annual National Exhibition, Cooperstown, NY 1994**  
Drawing work selected for juried exhibition
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