

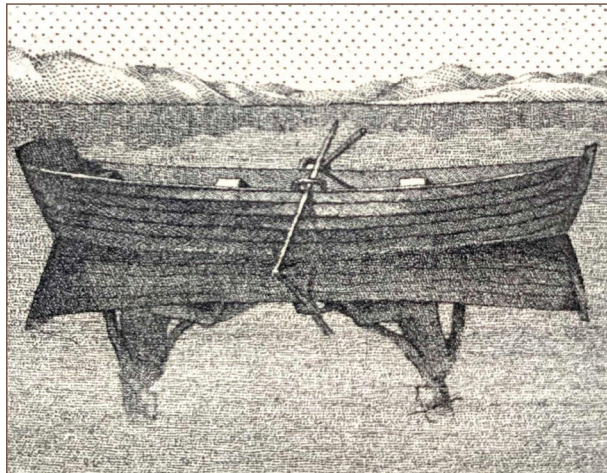
Vickey Bolling  
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Designer • Creative Director • <https://www.vickeybolling.com>  
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## PROFILE

Successful children's publishing and creative executive, with experience as creative director, art director, designer, illustrator, character, and juvenile new product development designer. In these roles, I have created over **270 trade, interactive, mass market, and novelty books** including PBS's *Arthur*, *LeapFrog Leap Pads*, *Little Brown*, *Chronicle Books*, *Macmillan McGraw-Hill*, *10th Planet*, and others. Was responsible for all illustration and photography appearing in the Weekly Reader periodicals, with over 17 million issues yearly to young people ages 4 to 18. **Illustrated** numerous advertisements, children's stories, posters, reference materials in traditional and digital mediums.



- **Freelance Publishing Creative, Designer, Illustrator & Packager**  
*Atlanta, GA 1994 -Present*
- **Mentor Director**  
*The Art Institute of Atlanta, Atlanta, GA 2018 -2019*
- **Professor of Graphic Web Design & Illustration**  
*The Art Institute of Atlanta, Atlanta, GA 2000 -2018*
- **Creative Director, Bedrock Press**  
*Turner Publishing's Bedrock Press, Atlanta, GA 1992 -1994*
- **Art Director, Disney Books by Mail**  
*Disney Corporation's Disney Books by Mail, Burbank, CA 1991 -1992*
- **Graphics Director, The Weekly Reader Corporation**  
*The Weekly Reader Corporation, Middletown, CT 1986 -1991*

## CLIENTS *(partial listing)*

Arthur Worldwide	International Greeting Design	Bumpy Slide Books
Chronicle Books	10th Planet	Turner Publishing
The Walt Disney Company	Longstreet Press	Time for Kids
The Cartoon Network	Turner Interactive	Portal Publications
Leap Frog Corporation	U.N.I.C.E.F.	Scholastic Corporation
Standard Publishing	General Foods	Little Brown Publishing
Goodyear Books	Weekly Reader Corporation	Macmillan McGraw-Hill

## EDUCATION

**MALS, Wesleyan University, Middletown, CT**

**BFA, Philadelphia University of the Arts, Philadelphia, PA**

*Concentration in Illustration*

*Second degree in Art Education with Teaching Credentials*

**Additional Training & Certifications;** *Smithsonian Exhibition Certification, Management, Adobe CC, Print Production, Leadership, Creative Imagery, Printmaking, and other skill sets.*

Proficient with all Adobe design software.

## PUBLISHING

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**Managed** book development **process** from **initial concept stages** to **final product**. Established editorial, design and illustration vendor relationships, developed policies and procedures for internal/external operations, allocated budgets, and negotiated contracts; thus, streamlining operations, improving efficiency and achieving greater control over the final product. Responsible for all visual aspects for **Disney Books by Mail start-up direct mail publishing operations**. Guided book packagers such as *Dorling Kindersley Direct*, *Creative Spark*, and *Albion* from **prototype to final production stage**. **Developed publishing platform** for Turner Publishing's start-up children's imprint **Bedrock Press**. **Creative Director** for all Hanna-Barbara properties marketing materials targeted to the trade, mass market, domestic and International publishing.

**Created** product for **interactive, trade, novelty, mass market, direct mail, and continuity books**. In total, over 270 books. Partial listing; *Disney's Winnie the Pooh*- 19 book series {over 1.5 million books sold}, *Disney's The Hunchback of Notre Dame*- 6 book series, *Disney's "101 Dalmatians"*- 6 book series, *Mickey Wonders Why*- 24 book series, *The Little Mermaid's Treasures Chest*- 24 box series, *Hanna-Barbara's Fantastic Discoveries*- 16 book series, Hallmark's *Timeless Tales*- 8 book series, and books, calendars, etcetera. Trade books include *Star Signs*, *The Flintstones' Wacky Inventions cell art and book collectible*, and others.

**Responsible for new product development** for Weekly Reader/Field Publications where 75% of prototypes became profitable product lines with a combined revenue of \$5 million. Directed concept to visual prototypes, final products based on consumer needs, target audience participation, marketing strategies, product parameters, and financial boundaries. **Coordinated all visual aspects of prototypes** for Weekly Reader redesign resulting in 20% increase customer satisfaction. Attended focus group testing, presented improvement recommendations to upper management based on research and experience, and implemented approved redesign into all product lines.

**Created prototypes and final product** for Weekly Reader's start-up children's magazine - "*U.S. Kids*". Designed and implemented the magazine's transition from editorial to visual interactive format. Customer satisfaction improved 70%.

**Developed illustration and photography policies** such as quality standards, racial/ethnic balance depiction, reproduction guidelines, contracts, visual guidelines and budgets for the largest weekly publication in the United States. **Established, managed, and met budget requirements** that exceeded \$1.3 million annually and resulted in total revenue of \$35 million.

**Responsible for visual direction** for The Weekly Reader prototypes beyond print publishing and into electronic publishing *Prodigy*, *GTE's interactive Main Street*, and for *General Foods' entertainment and interactive What's Hot* magazine.

## FREELANCE PUBLISHING

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**Designed and art directed** *Advanced Publishing's Winnie the Pooh Out and About* 18 book series, (millions sold), *Grolier's Disney's Hunchback of Notre Dame* 6 book series, *101 Dalmatians* 6 book series, and other series.

**Designed International Greeting Design Group's Value Book Line** children's books targeted to the mass market, domestic and international publishing.

**Packager** of a variety of books managing editorial/design, scheduling, prepress, press checks, budgets, and freelancers. Project list includes *Leapfrog's Leap Pad*®, *Puzzler Book* series, *Longstreet Press* books, and others.

**Illustrated** numerous books, articles, posters, greeting cards, and product packaging for a variety of clients. **Developed and illustrated characters** and style guide manual for Turner's interactive children's games.

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{ Packaged, Art Directed, and Illustrated Leap Frog's "Leap Pad" Interactive book.

Art Directed Disney's Direct Mail book series "Mickey Wonders Why?"



{ Designed and Art Directed Grolier's Direct Mail "packaging" and book series for "101 Dalmatians."

{ Designed and Art Directed for Disney's retail book series for "Winnie the Pooh." Millions of books sold.

Designed Grolier's Disney Direct Mail "Hunchback of Notre Dame."

Designed and Art Directed Bedrock Press "Flintstone's Wacky Inventions" book cover with concept sketches.

Designed and Art Directed Bedrock Press Trade and Mass market, and novelty product.



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