

# Alice Rutherford

213 446 5399 - alice.rutherford@gmail.com - alicerutherford.com

## EXPERIENCE

### ***Freelance Senior Graphic Artist, Body Rags, Los Angeles, CA June. 2010-present***

Creating licensed and nonlicensed apparel, marketing and lookbook graphics for the juniors market. Researching inspiration and generating new art and style direction. Prop designer and prop stylist for photoshoots. Buyers include Delia's, Hot Topic & Torrid, Urban Outfitters and Target. Licenses include Berenstain Bears, Babar and Roald Dahl.

### ***Freelance Textile Designer, Koi Happiness, Santa Monica, CA 2007-present***

Creating repeat and engineered prints for fashionable medical scrubs.

### ***Freelance Illustrator, LA Record, Los Angeles, CA 2006-present***

Creating portraits of bands and musicians in addition to other editorial illustrations to accompany articles, reviews and interviews.

### ***Graphic Artist, New Name, Inc., Los Angeles, CA Feb. 2009 - Dec. 2010***

Creating nonlicensed apparel graphics and original watercolor and hand-drawn artwork for Truly Madly Deeply, Malchick & Devotchka, Sweet & Toxic and other apparel lines in the junior, tween and men's markets. Researched inspiration and created mood boards. Trained new hires. Artist in charge of designing CAD garment templates, worked closely with patternmaker. Buyers include Urban Outfitters, Hot Topic, Heritage 1981 and Forever 21.

### ***Graphic Artist, Mighty Fine, Los Angeles, CA Mar. 2007 - Feb. 2009***

Created licensed and nonlicensed apparel graphics and prints for junior, tween, toddler and infant markets. Prepared artwork for pre-production. Approved samples and strike-offs. Researched trends, inspiration and verbiage. Trained new hires. Buyers include Urban Outfitters, Delia's, Forever 21, Nordstrom and Bloomingdales. Licenses include Disney, Sanrio, Peanuts, Sesame Street and Nickelodeon.

### ***Freelance Illustrator, The District Weekly, Long Beach, CA 2006-2007***

Created editorial illustrations, including architectural renderings and portraits of local politicians.

### ***Graphic Artist, 72 Apparel, City Of Industry, CA May 2006- Mar. 2007***

Created nonlicensed apparel graphics and prints for the juniors market. Prepared artwork for pre-production. Researched trends, inspiration and verbiage. Buyers include Urban Outfitters, Delia's, and Forever 21.

### ***Freelance Designer, Awake, Inc. (JEM Sportswear), San Fernando, CA 2006-2007***

Created licensed and nonlicensed apparel graphics.

## EDUCATION

School Of the Museum Of Fine Arts, Boston, MA  
BFA Fine Arts, 2004

Simon's Rock College Of Bard, Great Barrington, MA  
AA Liberal Arts, 2002

Extracurricular education from Moore College of Art & Design and the Pennsylvania Academy of Fine Arts, Philadelphia, PA

## SKILLS

- Skilled in Adobe Illustrator, Photoshop, Indesign & Dreamweaver, Quark XPress, working knowledge of FinalCut & Flash. Comfortable with Mac or PC platform. Skilled in webdesign (both WYSIWYG editors and straight HTML & CSS). Experienced in print production and preparation. Experienced in apparel production and preparation, including screen separations, garment fabrication, washes, dyes, fabrics & other techniques. Classically trained in drawing, painting, sculpture, skeletal and muscular anatomy, calligraphy, printmaking. Also experienced in 2D design, animation (hand drawn and stop-motion), bookmaking. Working knowledge of film and photography.
- Specific interest in textile design, vintage fashion, mid-century illustration and textiles, typography, printmaking and scientific illustration.