



janeellen.skafte@gmail.com | www.janeskafte.com

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INDEPENDENT PROJECTS

Freelance Artist

1996-present

GRAPHIC DESIGNER Graphic Identity, logos, ads, brochures, signage, web sites for clients (private, non-profit, corporate). Skilled in Adobe CC Photoshop, Illustrator, InDesign,

WEB DESIGNER Dreamweaver, Wordpress, Muse, Wix, Squarespace.

TEXTILE DESIGNER Homefurnishings design, colorist.

CONSULTANT Art consulting service. Advise artists in portfolio development, business and promotion. Web design, social media.

ILLUSTRATOR Design, layout, print-ready files for author Caroline Preston, published 2014 by Harper Collins, NYC, NY;

Children's book collaboration with author Victoria Prater, "Spring", publisher TBD.

Book covers for several ebooks.

PROFESSIONAL EXPERIENCE

Editorial Designer

Fluvanna Review

Palmyra, VA 2016- present

Product Development Coordinator

Virginia Museum of Fine Arts

Richmond VA 2010-2012

Product Development Specialist

Thomas Jefferson Foundation, Monticello

Charlottesville, VA 2005-2009

Senior Designer

Oneida Silversmiths

Sherrill, NY 1997-1999

Senior Designer

Syracuse China

Syracuse, NY 1991-1992

Surface Designer

Lenox China

Lawrenceville, NJ 1982-1991

EDITORIAL DESIGNER Layout and design for weekly newspaper, ad design. Print and website.

VIRGINIA MUSEUM OF FINE ARTS MUSEUM STORE, PRODUCT DEVELOPMENT Managed all graphics and advertising for in-store events, email campaigns, custom product packaging, labeling and inserts, visual merchandising, signage and fixtures in store. Substantially increased Product Development revenues through improved merchandising, licensing, e-commerce, marketing plans and profitable opportunities for new business development. Updated and maintained the VMFA e-commerce site (<http://vmfa.museum/Shop/>) with new product photography, new pages, copy and product descriptions.

THOMAS JEFFERSON FOUNDATION, MUSEUM SHOP AND CATALOG PRODUCT

DEVELOPMENT Museum reproductions / adaptations from collection at Monticello. Expanded custom product offerings in tabletop, gifts, licensed products, apparel, home textiles, furniture. Redesigned all food packaging and shopping bags, signage for Visitor Center. Sourced manufacturers, hired freelance artists, printers, negotiated costs, and reviewed prototypes. Wrote copy, supervised printing, editing and educational content of product inserts, labels, packaging.

SENIOR CHINA DESIGNER Designed tabletop products, dinnerware design for specialty markets and mass market to be manufactured overseas. Concept to final art. Coordinated design of dinnerware, flatware and glassware for sale in specialty markets.

FINE ART

Professor of Art and Design

Piedmont VA Community College

Charlottesville, VA: 2012 – 2016

James Madison University

Harrisonburg, VA: 2002 – 2005

Blue Ridge Community College

Weyers Cave, VA 2002 – 2005

VMFA Statewide Partner Presenter

Richmond, VA: 2002 – 2004

VA Governor's School

Fishersville, VA: 2003 – 2004

Snow Farm New England Craft Program

Williamsburg, MA: 1996 – 2001

TEACHING EXPERIENCE Multi-level workshops and classes at art centers, private lessons, continuing education. College level Art and Design in New York and Virginia; K-12 students through Tandem Friends School and gifted and talented high school students through Virginia Governor's School; Workshops and retreats, on location through Virginia Museum of Fine Arts Statewide Partnership.

Subjects: Fine Art: Painting in watercolor, 2D Design Fundamentals, Essentials of Drawing, Collage, Mixed Media, Art journal. Fibers, Textile design. Art History, Art Appreciation. Graphic Design: multi-level classes exploring design for print, Typography, Infographics.

FINE ARTIST Juried member, McGuffey Art Center, downtown Charlottesville, VA, known for paintings and drawings. Solo exhibitions and group exhibitions. Collection of UVA Hospital, Rockingham Memorial Hospital, Blue Ridge Community College, others.

EDUCATION

ART INSTITUTE OF PITTSBURGH Online Diploma (Web and Multimedia) 2014

SYRACUSE UNIVERSITY Syracuse, NY MFA (Studio Art); MA (Textile Design) 1996

SCHOOL OF THE ART INSTITUTE OF CHICAGO Chicago, IL BFA (Textile Design) 1981