



TERESA WHITEHILL, DESIGN DIRECTOR, WRITER

RESUMÉ, UPDATED JANUARY 2017



PORTRAIT OF THERESA WHITEHILL, ADRIENNE SIMPSON, 2016

CURRENT

April 1993 to present: **Colored Horse Studios**

Colored Horse Studios co-founder Theresa Whitehill has a background in the study of typography, book arts, poetics, and letterpress that sets her work apart from designers who are primarily visual or whose training began with the digital revolution. With dual studios located in northern California's Ukiah and in Napa Valley and over 30 years' experience in both graphic design and literary arts, her interrelated focus provides consistency and depth to projects ranging from websites and graphic identities to publications and packaging. For a profile of

her career see the interview co-published by Adobe and the International Council of Design based on her work as a judge for the Adobe Design Achievement Awards in 2016: <http://career.adobeawards.com/?p=658>

SELECTED CLIENT LIST: Stags' Leap Winery • North Coast Brewing Company • Rombauer Vineyards • Seghesio Family Vineyards • Grace Hudson Museum • Frey Vineyards • Chop Chop Restaurant • Cain Vineyard & Winery • Bob Bolan Wines • Be Well Lake County, CA • Barra Family Vineyards • Beringer Vineyards • San Francisco Center for the Book • Alice Waters • Barra of Mendocino • California Tribal TANF (CTTP) • Dry Creek Rancheria • Glass Beach Jazz • Vintage Point Partners in Wine • Paul Reiber Woodcarver • Trillium Cafe & Inn • Inn at Victorian Gardens.

SELECTED PAST WORK AND ACTIVITIES

- 4/1993–present *Design Director, Writer, Co-founder*, Colored Horse Studios, with studios in Ukiah and St. Helena, California; graphic design, editorial services, and project management for marketing and publishing.
- 8/2016 *Judge*, Adobe Design Achievement Awards, co-produced by the Graphic Artists Guild, the International Council of Design, and Adobe; student work judged at the Adobe campus in San Francisco, mid-August 2016
- 2/2016 *Presenter*, The Pricing Game, Graphic Artists Guild webinar; presented completed graphic design project for which participants submitted bids, after which the creative work and the project scope was discussed.
- 9/2004–5/2005 *Instructor*, Photoshop and Computer Graphics, Mendocino College, Ukiah, California: full credit semester courses in Adobe Photoshop skills and computer graphics software (Adobe Illustrator, Macromedia Flash, Adobe InDesign, and Adobe GoLive).

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graphic design, editorial services, and project management for marketing & publishing

- 2001–2008 *Stags' Leap Winery: a Guide to the Estate* in 5 volumes: a collection devoted to knowledge of Stags' Leap Winery, its history, wines, and culture; the book was designed, written, and produced by Colored Horse Studios. In April of 2008 the winery held a reception for the book in the Trustees' Room of the New York Public Library.
- 1998–2006 *Letterpress & Writing Instructor* for a half dozen workshops, San Francisco Center for the Book. Workshops included "Spontaneous & Collaborative Writing" and "Split Fountains & Dental Dams." The writing workshop was later repeated at various venues in Mendocino County.
- 3–5/1998 *Poet-in-Residence*, Stags' Leap Winery, Napa, California; Collaborating with Santa Fe artist Patrick McFarlin and wine writer Rod Smith, Whitehill interviewed subjects during a four week salon and wrote literary portraits to accompany paintings of the subjects. The work produced during these sessions was exhibited at the Napa Valley Museum in January of 1999, along with a catalog of the paintings and writings, *Napa Valley: Portrait of a Community*, and was the subject of a CBS Special in March of 1999. The exhibit traveled to Atlanta and Philadelphia.
- 9/1985–9/1993 *Letterpress Production Manager*, Zida Borcich Letterpress and Studio Z Mendocino, Fort Bragg, California; work included letterpress printing on a Heidelberg Windmill, foil stamping, typesetting, design, layout, copywriting and editing, production management, scheduling, estimating, quality control, and customer relations for a letterpress design shop and correspondence card line.
- 1985–1986 *Letterpress Printer & Coordinator*, Mendocino Art Center, Mendocino, California; work included printing promotional materials and publications for the art center, and coordinating letterpress classes.
- 1982–1983 *Letterpress Job Printer*, Patmor Press, San Francisco, California; work included job printing on a 12x18 Kluge Platen Press, letterpress hand typesetting, deliveries, bindery, pre-press for the offset department, and bookkeeping.

EDUCATION

- 2000–current Ongoing professional development workshops & seminars, including
Mobile Design, webinar, Graphic Artists Guild, 2015
Mobile Design, workshop with Sarah Soward, Bay Area Video Coalition, 2013
Color Management, webinar, Graphic Artists Guild, 2013
Photoshop Advanced, workshop with Liz Hickok, Bay Area Video Coalition, 2011
Presenting Data and Information, seminar with Edward Tufte, Moscone Center, 2011
Book Design, workshop with Lee McLelland, San Francisco Center for the Book, 2009
- 10/2006–6/2007 *Foundation of Poetics*, seminar with Diane DiPrima
- 11/1998 *California Digital Arts Workshop*, American Film Institute, Hollywood, California; selected through a juried submission process, Whitehill studied digital media (Macromedia Flash animation, digital video, digital sound, html coding) for online creative work; Whitehill's project was chosen to be featured in the American Film Institute's annual report.
- 9/1980–5/1982 *Mills College*, Oakland, California; Book Arts, Typography, History of the Book, Creative Writing
- 9/1976–6/1977 *University of California at Santa Cruz*, Kresge College; Basic Sciences, Spanish, "Birth of a Poet" with William Everson
- 1/1976 *Sir Francis Drake High School*, San Anselmo, California, graduated