COLORED HORSE STUDIOS

THERESA WHITEHILL, DESIGN DIRECTOR, WRITER
RESUMÉ, UPDATED AUGUST 2019

PORTRAIT OF THERESA WHITEHILL BY JENDI COURSEY
(WWW.JENDICOURSEY.COM)

Theresa Whitehill founded Colored Horse Studios in 1993 to cover a broad range of skills that grew out of studies and work history related to Book Arts, typography, letterpress printing, and the emerging digital arts medium. Over the years she has developed a reputation for excellence, taking pride in designs that are distinctive, well-founded in the nature of the projects she represents, and well-crafted. Her interrelated focus on graphic and written content provides consistency and depth to projects ranging from websites to publications and packaging.

Whitehill has built an organization that shares her esteem for the legacy of sensory handmade printing crafts that preceded digital design by over five centuries. This has developed into a classic design aesthetic with contemporary verve, as exemplified by twenty years of packaging design for the iconic craft brewer, North Coast Brewing Company.

Whitehill serves as a judge for the Adobe Design Achievement Awards and in 2019 she was selected by the International Council of Design and the Graphic Artists Guild as one of ten women designers featured for World Design Day: https://graphicartistsguild.org/woman-in-design-theresa-whitehill/

SELECTED PAST WORK, ACTIVITIES, AND FEATURES

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.
2016–present	***Judge & Mentor***, Adobe Design Achievement Awards; judging submissions for the annual digital media competition from creative students worldwide; https://www.adobeawards.com/ http://career.adobeawards.com/?p=658
4/2019	***Featured Designer***, International Council of Design (ico-D) and the Graphic Artists Guild, feature on women in design for International Design Day, Saturday, April 27, 2019
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).

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, graduate