



“It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper.”

Jerry Seinfeld



Esther Sinke

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Work History

New Zealand Herald Newspaper (APN Media) 2003 to present

DEPUTY DESIGN EDITOR

Create dynamic and original layouts across all sections with main responsibilities in features. Am equally comfortable making illustrations as designing layouts. Have taken sections to a new level by redesigning weekend leisure and lifestyle sections from broadsheet to stand-alone magazines and updating the travel broadsheet. Train designers and layout subs and supervise page layouts. Collaborate with editors, subs, photographers and artists. Know all aspects of production and work with the IT department to create styles and codes. Designed one-off magazines and developed special projects.

Show-Ads (PMP Ltd) 2001 to 2003

ART DIRECTOR

Responsible for creating a successful design studio that complements Show-Ads pre-press and photography divisions. Hired and managed staff, implemented work flow systems and created new business. Art directed photoshoots and worked with illustrators. Worked closely with clients to develop advertising strategies. Design work includes editorial, signage, packaging, advertising and the internet. Work on accounts such as Sky City, Kodak, United Networks and Shore Mariner.

NewsMedia (INL Sundays)

DESIGNER

2001 to 2002

Worked on a contract basis. Designed pages, pointers and created illustrations and informational graphics.

DESIGNER, SUPPLEMENTS

2000 to 2001

Provided direction to art department. Designed editorial and sales driven supplements and all promotional material related to them, the ongoing redesign of publications and special projects. Responsible for taking all projects to film/pdf stage and liaising with clients, editorial, sales staff, printers and production.

ARTIST & DESIGNER

1998 to 2000

Illustration and design for the Sunday newspapers, various magazines, marketing promotions and inhouse material. Complete redesign of the *Horse and Pony* Magazine, created *The Village* publication for the America's Cup Village as well as many special features and sections. Created logos, advertising for newspapers and magazines and original electronic artwork.

NOW Newspapers (VANNET Ltd)

1990 to 1998

DESIGNER

Designed, laid out and typeset ads to 48 page sections. Involved in total redesign of newspaper style. Met with clients on a regular basis, assisted sales people and interpreted and defined clients needs. Designed comprehensive marketing programs and spec ads with at least a 90% success rate. Designed editorial sections and created various ads, logos, brochures, flyers and educational material for the company and clients using spot and full process colour. Taught design, production and typesetting.

Awards:	North America (SNA)	1st	Black & White Ad
		2nd	Best Shopping Centre Section
	Canada (CCNA)	3rd	Best Car Care Section
	BC & Yukon (BCYCNA)	1st	Black & White Ad
		3rd	Spot Colour Ad



Esther Sinke

Continued

Education

University of British Columbia 1997

AUTHORING FOR MULTIMEDIA

A broad overview of the design processes involved in creating CD's, instructional design, interactive stations and web sites.

Fraser Valley College 1990 to 1991

Studied Fine Arts and Lithography on a part-time basis.

Fraser Valley College 1988 to 1990

GRAPHIC DESIGN DIPLOMA

Courses included Design, Fine Arts, Lettering and Typography, Business Communication, Pre-production, Marketing and more.

A wide variety of seminars in Sales, Marketing and Design.

Skills

- Proficient in Quark Xpress, InDesign, Adobe Illustrator and Adobe Photoshop in both Macintosh and IBM platforms and the newspaper design program Cyber graphics. Trained staff if all of these programs.
- Scan photos, negatives, slides and lineart.
- Create artwork, make special effects and manipulate photos.
- Set up photo shoots and create story boards.
- Understand a wide variety of mediums from magazines and newspapers to internet and direct mail.
- Coordinate large projects – deal with clients, production and sales staff to bring projects in on time and budget. Able to see the “big picture”, organising large volumes of information into an entertaining and understandable format that provokes action from the consumer. Am capable of doing all aspects of a project myself or overseeing and delegating tasks to others.
- Work very well under pressure and deadlines.
- Work well with others and enjoy being part of a team.
- Design, marketing and customer service skills.

References

References and portfolio available on request.