



Gela Palma

Illustrator and Designer
Pittsburgh, PA

CONTACT

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SKILLS

- Adobe Suite
- Leadership
- Communication
- Creative problem Solving
- Children's Illustration
- Public Speaking
- Retail Licensing

AWARDS

DEAN'S LIST

Fall	2016
Spring/Fall	2017
Spring/Fall	2018
Spring/Fall	2019

Tiffany and Co.

Leadership Fellowship 2018

Penny Fox Endowed Internship Fellowship

2019

EDUCATION

MOORE COLLEGE OF ART & DESIGN

Philadelphia, PA
BFA in Illustration, May 2020 GPA 3.90

WORK EXPERIENCE

Moore College of Art & Design, Admissions Intern / Student Ambassador

Philadelphia, PA 2017 - Present

- Assisted Admissions in leading groups of 20 student ambassadors, including supervising individual and group work.
- Created and innovated the tour routes at major events, such as Visionary Women Honor's Day and Accepted Student's Day.
- Implemented new practices within Admissions to ensure effective use of time and resources, including creating a new training manual for ambassadors to assure retention of thorough student staff turnover.

Cider Mill Press Book Publishers, Design Intern

Kennebunkport, ME Summer 2019

- Designed sales materials received by companies such as Barnes and Nobles and Simon and Shuster, or to be posted on Amazon listings.
- Designed and illustrated for covers and interiors for published works.
- Worked in a collaborative environment with the Design Department and participated in daily group critiques.

Mainline Art Center, Freelance Illustrator

Haverford, PA Winter 2019

- Illustrated the cover of their 2020 Summer Art Camp brochure.
- Designed the cover and interior of the brochure, as well as some promotional items.

SELECT MOORE CLASSES

Retail Licensing

Focused on the professional practice of art licensing, which is the creation of digital artwork, typography and patterns for retail products. Students learn about styles and techniques used to develop licensed artwork by researching the retail market for popular product categories, themes, and color schemes.

Illustration for Children

Students learn the working procedures associated with this discipline: layout, book dummies, thumbnail sketches with positioning of type, storyboards and finished art.

Typography

A strong typographic foundation is laid in with an overview of historic type classification. Exercises range from semantics to basic page layout using a grid. Critical comparisons of elements of classical forms versus more modern forms allow students to choose and combine fonts for specific applications.