



# selena robleto

## creative services

{ graphic design • applied  
photography • art direction  
typesetting • creative direction  
marketing • illustration

resume and samples

Selena Robleto  
10 Monroe Street Apt. 301  
Rockville, MD 20850  
selena@selenarobleto.com  
301.455.8302

## EXPERIENCE:

### **Head of Graphic Design**

#### **Shakespeare Theatre Company, Washington, D.C. (2001–present)**

- Provides creative direction on all graphic design, branding, print production, new media, web design and environmental graphics at the company.
- Centralized all design work in-house. Developed an internship program for graphic design and have mentored seven interns since 2002, three of whom were hired on as full-time members of the design team.
- Strategizes and develops creative solutions for a variety of in-house departments.
- Oversaw the implementation of a new branding strategy.
- Actively involved in the new media marketing campaign which includes social media marketing and video advertising.
- Oversaw the development of an organizational tracking and proofing system.
- Tripled the size of the original staff. Currently managing the full in-house design team.
- Strategizes, conceptualizes and art directs all photo shoots featuring high-profile artists.
- Additionally served as production manager as needed.
- Currently working with Paula Scher and Pentagram in the development and maintenance of the company's environmental graphics.

### **Graphic Designer**

#### **Laogai Museum Foundation (2008–present)**

### **Graphic Designer**

#### **National Family Planning and Reproductive Health Association (2008–present)**

### **Freelance Graphic Designer**

#### **Island Press (2005–present)**

### **Freelance Graphic Designer**

#### **National Archives and Records Administration (2005–present)**

### **Director of Marketing**

#### **Delaware Shakespeare Festival (2003–2007)**

- Established branding and identity system.
- Managed all marketing for the organization.
- Conceived and implemented all marketing solutions and strategies, carried through by brochures, posters, postcards and direct mail campaigns.
- Designed all products and merchandise sold at the Festival.

### **Graphic Designer**

#### **Young Playwrights' Theater (2005–present)**

- Established branding and identity system and a general guideline for consistency and usage.

### **Graphic Designer**

#### **Frank and Associates Advertising Firm (2000–2001)**

### **Intern**

#### **FAB Gorgon Advertising (1999–2000)**

## GROUPS AND ORGANIZATIONS:

DC Design Babes, ADCMW, Refresh DC

## SKILLS:

Completely proficient in Adobe Creative Suite, QuarkXPress and Microsoft Office. Working knowledge of Dreamweaver, HTML and Final Cut. Experience in environmental graphics design, signage, exhibition design, product design, video editing, web design, email advertising, branding and identity design and signage production. Art directed over 40 photo shoots.

## EDUCATION:

The University of Delaware – Honors Program (2000)  
BFA Degree in Visual Communications  
Advanced Honors Certificate

## ADDITIONAL

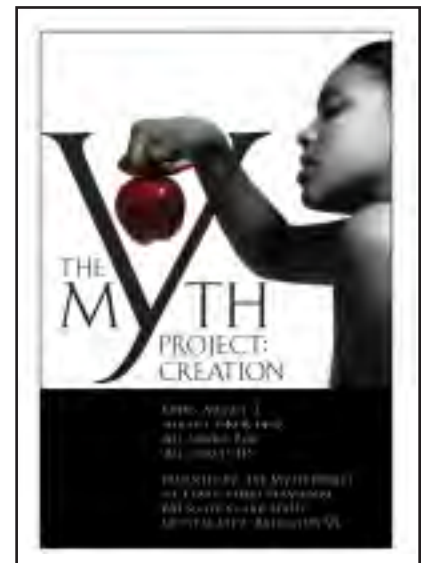
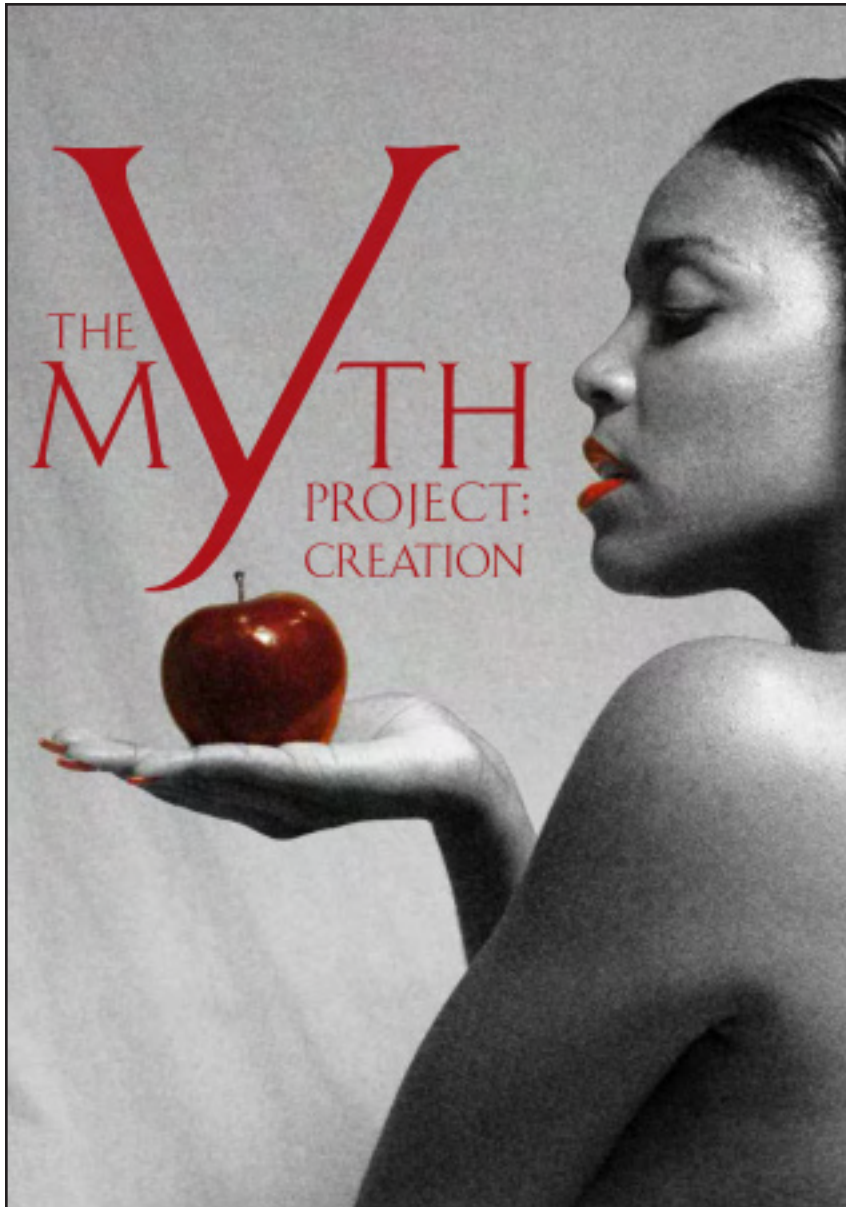
## SKILLS:

Illustration, photography, art directed numerous photo shoots with high-profile personalities, bookbinding, some editing and proofing (uses the Chicago Manual of Style) and newspaper experience. Speaks Chinese and Spanish.

References available upon request.



Client: Delaware Shakespeare Festival  
Art directed and shot all photos.



Client: The Myth Project

Final postcard (left) and two proposed concepts (right).

Assignment: To market a collection of plays from a variety of religious backgrounds, including a play that features the temptation of Eve story.

Art directed and shot all photos.



# The Laogai



**历史**

1949年10月，随着新中国的成立，中国进入了社会主义革命和建设时期。在这一时期，中国面临着许多困难和挑战，包括经济落后、文化落后和人口增长等。为了克服这些困难，中国政府采取了一系列措施，包括大跃进和人民公社运动等。然而，这些运动也导致了严重的后果，包括大饥荒和数以亿计的死亡。

在这一过程中，许多知识分子、干部和工人被关押在劳改营中。这些劳改营是政府用来惩罚和改造“敌人”的地方。在劳改营中，囚犯们被迫从事繁重的体力劳动，并受到残酷的对待。许多囚犯在劳改营中失去了生命。

直到1978年，中国开始实行改革开放政策，劳改营才逐渐被关闭。然而，许多囚犯在劳改营中遭受的苦难和伤害是无法磨灭的。这些囚犯的经历和故事成为了中国历史上的一段惨痛记忆。

**意义**

劳改营是中国共产党在社会主义革命和建设时期所犯下的严重错误之一。它反映了当时政府的极左路线和对人权的严重侵犯。劳改营的存在和运作，是中国共产党在历史上所犯下的最严重的罪行之一。

劳改营的关闭和囚犯的释放，是中国共产党在改革开放政策下所取得的重要成就之一。然而，劳改营的关闭并不意味着对过去错误的彻底清算。许多囚犯在劳改营中遭受的苦难和伤害，仍然需要得到社会的关注和尊重。

劳改营的历史和故事，是中国人民在社会主义革命和建设时期所经历的一段惨痛记忆。它提醒我们，在追求经济发展的同时，也必须重视和保护人权。只有尊重人权，才能实现真正的社会主义。

# What Does Laogai Mean?



**什么是“劳改”？**

“劳”，即“劳动”，指强制性的体力劳动；“改”，即“改造”，指对囚犯进行思想和政治上的改造。劳改是中国共产党在社会主义革命和建设时期所犯下的严重错误之一。它反映了当时政府的极左路线和对人权的严重侵犯。

劳改营是政府用来惩罚和改造“敌人”的地方。在劳改营中，囚犯们被迫从事繁重的体力劳动，并受到残酷的对待。许多囚犯在劳改营中失去了生命。

直到1978年，中国开始实行改革开放政策，劳改营才逐渐被关闭。然而，许多囚犯在劳改营中遭受的苦难和伤害是无法磨灭的。这些囚犯的经历和故事成为了中国历史上的一段惨痛记忆。

劳改营的历史和故事，是中国人民在社会主义革命和建设时期所经历的一段惨痛记忆。它提醒我们，在追求经济发展的同时，也必须重视和保护人权。只有尊重人权，才能实现真正的社会主义。



The first museum dedicated to human rights in China.

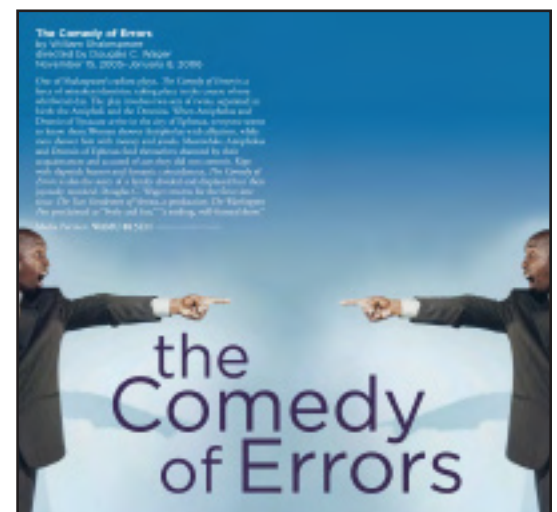
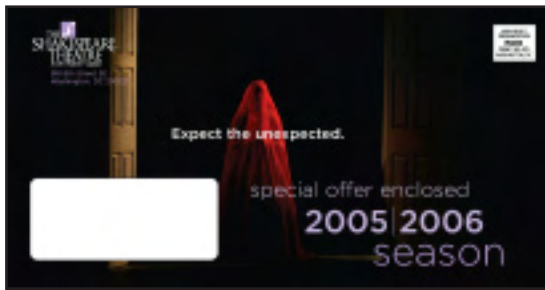
**LAOGAI MUSEUM**  
劳改纪念馆

**OPEN TO THE PUBLIC ON NOVEMBER 13**

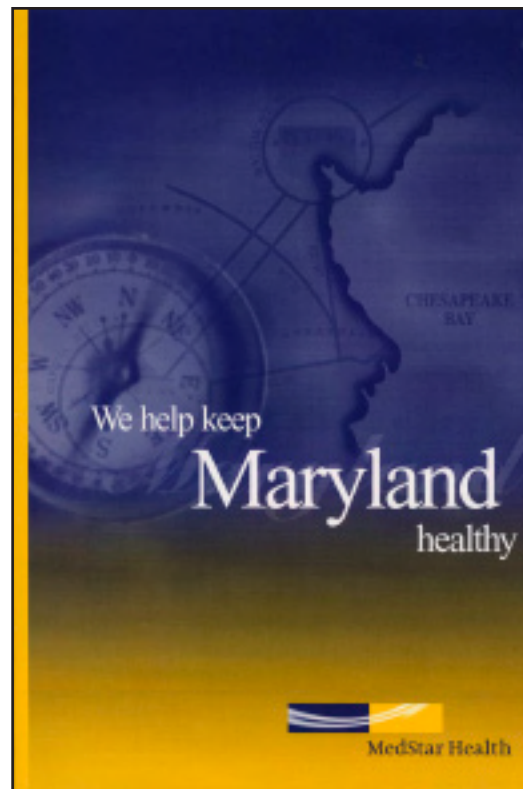
www.laogai.org  
1109 M St. NW, Washington, DC 20005  
202-408-8300 • laogai@laogai.org

Free admission. Special small group tours are available.

Client: Laogai Research Foundation  
Two of 48 museum exhibition panels and a newspaper ad (right)



Client: Shakespeare Theatre Company  
 Subscriptions campaign: direct mail package, brochure and advertising.  
 Assignment: Lead the design team in the conception and creation of a cohesive package, comprised of numerous pieces.





ROLESHARE

roleshare

ROLE SHARE

roleshare

role share

roleshare

*Client: RoleShare*

*Final logo (top) and collection of logo studies.*

*Assignment: logo for a web 2.0 online company specializing in academic networking.*

*Client wanted a web 2.0, abstract logo that suggested a tree.*

*Branding, colors, and logo usage guideline was also developed.*



Z · O · O · B · E · E · S



DELAWARE  
SHAKESPEARE  
FESTIVAL



SELENA AND GREG

October 6, 2007  
Coconut Cove, Islamorada

喜福樓  
JOY LUCK CAFE



*Client: Zoobees Bubble Tea Shop*

*Client: Delaware Shakespeare Festival—A group of young, contemporary actors that perform classic works.*

*Client: Selena and Greg—Bride is Chinese and groom is of Irish descent. The logo is a combination of the couple's initials and suggestive of a Chinese and Celtic mark.*

*Client: Joy Luck Cafe—Local Chinese restaurant that featured lanterns and red lights as a key architectural design.*