
PAMELA OLECKI

Art Direction
Graphic Design

Encinitas, CA 92024

Associate Professor
Graphic Design Department
MGx, Gx
ArtCenter College of Design

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CV

2022–present, Pasadena
Associate Professor Graphic Design
ArtCenter College of Design

It has been my great privilege to be a faculty member of the ArtCenter College of Design since Fall 2022. I enjoy teaching graduate and undergraduate students and like embracing the challenges and opportunities in both departments. In the past few years, I have taken on teaching new classes that focus on typography, communication design, and identity systems. I promote a methodical workflow in all my classes that opens up in-depth research and visual exploration opportunities.

2019–2022, Pasadena
Adjunct Professor Graphic Design
and Integrated Studies
ArtCenter College of Design

2011–present, Los Angeles
Art Direction + Graphic Design
Various Agencies

I have the great privilege of working as a freelance art director and designer on projects for Gretel NY, Imaginary Forces, National Geographic Magazine, LA Phil, Imagine Entertainment, Hulu, Amazon, Sundance, Sony and Sullivan in New York. I work on campaigns, logos, and editorial design. My responsibilities were conceiving, overseeing and working on the designs and production, including press-checks as well as quality control.

2009–2011, New York
Art Direction + Graphic Design
Various Agencies

Collaborating as a freelancer, working remotely out of my New York City office and on-site for various companies, which include Condénast, Peterson Milla Hocks, Sephora, Bulldog Drummond, Addiction NY.

2008–2009, New York
Art Direction, Condénast
WWD Beauty Biz

Working as a full-time art director on a new identity for the monthly trade publication geared towards the beauty industry. On a daily basis, I oversaw photographers, illustrators and senior designers. I carried out all photo-editing and communications with all contributors and oversaw all production.

2006–2008, New York
Senior Graphic Designer
Select NY

The primary focus of my work was on the agency's client Swarovski. Swarovski is a luxury accessory and jewelry company. Within the branding and ads, it was crucial to promote a sense of luxury and abundance combined with a clean aesthetic. I developed several logos, ads, and brochures. I oversaw photographers, went to press-checks and oversaw designers.

2005–2006, New York
Art Direction
Logo TV (MTV Networks)

My responsibilities included creating ads for the then brand new Logo TV Channel. I developed printed promotional materials, event design, collateral, and merchandise.

2002–2005, New York
Art Direction + Graphic Design
Trollbäck & Company

I was developing a redesign for res magazine. I was also responsible for the art direction and design for all issues between 2002 and 2003. I created collateral for the corresponding annual short film festival, and oversaw and assigned and all photographers and illustrators, designed all layouts, retouched all photography, was responsible for pre-press and print checks. I continued to collaborate with the design studio on various projects that included ad campaigns and collateral for several years after the 1-year contract with the magazine ended.

1999–2000, New York
Senior Graphic Designer
CDC Communications + Design

I was transferred from Frankfurt to the U.S.-based branch to open up the print department in the fairly new branch. I oversaw all design and created a brand identity for a New York fashion designer.

1998–1999, Frankfurt, Germany
Graphic Designer
CDC Communications + Design

My main responsibilities were to create an identity system for the design studio as well as developing and designing a book for the design studio.

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TEACHING EXPERIENCE

**Graduate Program
Graphic Design Course**

Communication Design 1, Sequential Design
Grad Studio 2, Identity Systems

Design Management

**Undergraduate Program
Graphic Design Courses**

Typography 1, Foundation
Typography 3, Context
Communication Design 1, Primer

Communication Design 2, Context
Archetype Press

Teaching Methods

Project-oriented active learning
Lectures
Effective Class Discussion

Demonstrations
Peer-reviews
Team-based learning

ACOMPLISHMENTS

Recognition

2023: American Academy in Rome
Faculty Fellowship, Finalist

2003: Print Magazine
Regional Design Annual
Certificate of Design Excellence

2022: TDC Winner, Logotypes/Campaign
Turner Classic Movies, with Sibling Rivalry, NY

In recognition of: Redesign of Res Magazine

Speaking Engagements

Hoffmitz Milken Center for Typography
2021: DETI Intensive, Typography Boot Camp
"Typography Basic 1"

2021-2023: University of Applied Sciences
for Media, Communication and Management,
Lectures on Communication Design and
Magazine Design

EDUCATION

1993–1998, Darmstadt, Germany
Fachhochschule Für Gestaltung
Practical Oriented University

I graduated with a Masters degree in
Communication Design.

Thesis: "Infinity: From Science Fiction to Reality"
This thesis was created in collaboration with
the European Space Agency. The goal of
the thesis I chose to create an exhibition and
exhibition catalog/book documenting the
steps necessary for a manned Mars mission.
It was presenting what scientist were already
working on in order to achieve goals many years
in the future.
