

Bay Behar

ART DIRECTOR DESIGNER

bayone@bayonedesign.com
213-926-6056

Art Director with over 20 years experience in magazine, advertising, web, book, and communication design.

EXPERIENCE

Grapevine Magazine

Art Director

2009-present

Design layouts, direct photo shoots. Commission original artwork. Continuing to evolve the magazine's aesthetic while adhering to deeply-rooted historical brand guidelines.

Time Inc.

Designer

2016-17

Designed marketing communication pieces and campaigns for Time's in house advertising agency.

H.O.W. Journal

Design Director

2013-2017

Create overall graphic aesthetic and design layouts for annually published literary and art journal. Design collateral for special events, including email and print invitations.

Seventeen Magazine

Art Director & Designer

2006-2014

Annual Special Issues: Prom, College, Fitness
Oversaw art direction, design and layouts for annual special issues. Coordinated and directed photo shoots, contributed original artwork.

Cosmopolitan Magazine

Designer

2003-2012

Designed front of book, beauty, fashion and well features.

Marie Claire Magazine

Designer

2005-2009

Designed and prepared layouts for well features/fashion. Highlights: 2006 magazine redesign.
Art direction on special issue: Luxe Shopping Guide.

Cosmopolitan Style Magazine

Art Director

2004-2009

Managed team of Designers. Directed photo shoots. Commissioned illustrations. Edited page proofs. Marked-up color.

Fashion Week Daily

Designer

2008-2009

Designed layouts for high-paced daily fashion magazine.

Fitness Magazine

Designer

2008-2009

Designed front of book and well features.

Cosmo Girl Magazine

Designer & Art Director,

Special Issue: Cosmo Girl Extra

2007-2008

Oversaw art direction, design and layouts for annual special issues. Coordinated and directed photo shoots.

Creative Arts Workshop

Art Teacher

2008-2010

Taught after-school art classes in the New York City public school system; projects included public murals throughout the city.

Saatchi & Saatchi

Designer

2004

Designed web elements and banner ads for Toyota, creating dynamic content within strict global brand guidelines.

City College of San Francisco

Design Teacher

2000-2001

Taught design courses including Illustration, animation, and color theory.

EDUCATION

U.C. Berkeley: BA Degree in Latin American Studies, 1994

U.C. Extension: Graphic Design, Web Design, 1995-96