



**CARLING
DESIGN
INC**

TOM CARLING, Carling Design

Engaged • Collaborative • Dedicated

Creating fresh, innovative publications that captivate and hold today's readers.

PASSIONATE

Outsourcing design services can be risky. Tom Carling is an engaged, collaborative, and dedicated player – just like any in-house member of the team. In fact, clients agree they get the best of both worlds: the reliability of a fully dedicated creative partner with the flexibility of a contract-based relationship.

ACCOMPLISHED

CARLING DESIGN INC, NY, NY • OWNER, 1989 – PRESENT

- ▶ Average length of relationship with top five clients since 1989: 11 years.
- ▶ Redesigned *What is Life?*, best-selling college biology textbook in U.S. (WH FREEMAN) 2011
- ▶ Redesigned Scholastic's annual *Year in Sports*; sales doubled in first year. 2009
- ▶ Hired by Macmillan CEO, John Sargent as a Design Consultant for Bedford/St. Martins and WH Freeman. 2003 – 2005
- ▶ Generated 6 MM+ in sales for Scholastic with innovative design for *Book of Lists*. 2003
- ▶ Designed and produced 100+ children's non-fiction books, several recommended by the American Library Association for reluctant readers. 2000 – PRESENT
- ▶ Created more iconic DK Eyewitness and other DK books than any other outsourcer.
- ▶ Created hundreds of special sections for *Sports Illustrated* bringing in 300 MM+ in revenue. Sections regularly placed in the top 10 most noticed features. 1990 – 2007
- ▶ Art directed 20 quarterly issues of *Star Wars Magazine* (TOPPS CO./LUSAFILM) 1995 – 99
- ▶ Art directed 16 quarterly issues of *Topps Magazine* (TOPPS CO.) 1990 – 95

AMERICAN KENNEL CLUB, NY, NY • ART DIRECTOR, 1981 – 1989

- ▶ Art directed 96 monthly issues of flagship publication, *The Gazette*.
- ▶ Managed 8-person art department, producing all corporate print materials.
- ▶ Oversaw transformation of conventional production environment to digital.

EDUCATED

SYACUSE UNIVERSITY, College of Visual and Performing Arts, BFA, Art History, 1977

Also: **PARSON SCHOOL OF DESIGN, ART STUDENTS LEAGUE, SCHOOL OF VISUAL ARTS**

SKILLED

InDesign, Photoshop, Illustrator, Dreamweaver, Word.

For online portfolio, visit **www.carlingdesign.com** References upon request

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212-393-9430
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www.carlingdesign.com





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Recommendations

*"With Carling Design, we know two very important things: First, we always get quality design consultation. And second, we have someone we can count on. **Tom's design solutions are always fresh and the workflow is as seamless as with our staff designers.**" – Alec Morrison, Director, Custom Content, Sports Illustrated*

*"For more than a decade, working at four different Time Inc. magazines, I have used the services of Carling Design to create special advertising features, sections, posters, booklets and more. That we get great design work is a given. But working with Tom Carling also means having **a creative, reliable, conscientious partner who offers quick turnaround without compromising quality.** I give Carling Design my highest recommendation." – Rick Resnick, VP, Marketing – Time/Fortune/Money/FSB*

*"Tom has been an absolute delight to work with. His design solutions are always fresh, creative, and distinct. I have used him for a dozen different projects and not only was I very pleased with the results, but the editors also remarked on how attentive he was to the project and how wonderful both the process and the end product was. Tom is simply unflappable. Never one to get frustrated when given difficult requests; he works until he gets it right! **When I make presentations of the books that our company produces, I always show the books Tom designed as examples.** I recommend Tom Carling highly. **He listens, he hears, he creates great solutions.**"*

– Anna Palchik, Creative Director, Bedford/St. Martins

*"Whether for a simple board book or a complicated, 300-page, illustrated book, Carling Design is always the first call we make. Shoreline has worked hand-in-glove with Carling for more than eight years and they have **never delivered anything less than superb work...and on time and on budget.** I personally also worked with Tom while I was at Sports Illustrated and can also highly recommend him for magazine projects as well. Plus, along with being a fine designer, he's also one of the nicest people you'll ever work with in this business!" – Jim Buckley, President/Editorial Director, Shoreline Publishing Group*

*"Tom Carling **Rocks!**" – Tian Carling, age 15*

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