

ANNA MALSBERGER

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WRITING + PRODUCING

· WRITER, PRODUCER 01/08-PRESENT

LAUREN GREENFIELD PRODUCTIONS / LOS ANGELES, CA

Editorial producer for all phases of production, including story research, subject interviews, and schedule coordination; **field producer** for domestic and international stories, including two-week shoot in Dubai; **editorial writer** for 16-page spread published in *Fast Company*, story proposals, online summaries and captions; **grant writer** for documentary funding (grants awarded include Sundance, Cinereach, IFP); **liaison** with editors to develop content for publications including *Vanity Fair*, *The New York Times Magazine*, *GQ*

· WRITER, RESEARCHER (*self-initiated projects*) 09/09-PRESENT

BOTANIC FIELD GUIDE TO LOS ANGELES

Writer and designer for a specimen book on Southern California's native and non-native flora, focusing on morphology, adaptive behaviors, and social history in the local habitat; research includes expert interviews and field work

BOTANIC MUSEUM DIGITAL FIELD GUIDES

Producer and designer of multimedia field guides for botanic museums (*self-initiated project*)

· FREELANCE WRITER 01/08-PRESENT

PRINT MAGAZINE

Research and photograph four stories per month for "Design in Seed Cases", a column on form and function of plant fruits and seed dissemination strategies; **research and write** two reviews per month for typography column "Hot Type" (both columns for PRINT magazine)

Other clients include: design and branding firms, including Armchair Media, typographica.org, The New York Photo Festival; independent filmmakers and photographers

· WRITER, CREATIVE DIRECTOR, WEB PRODUCER 5/01-12/01

ENJOY ROME / ROME, ITALY

Directed and designed monthly magazine and print materials; **managed** all aspects of publication, including press checks; **assigned, wrote, and edited** articles about Rome and environs; **redesigned** Web site in HTML and Flash

DESIGN

· FREELANCE DESIGNER 01/10-PRESENT

INTERACTIVE: Wordpress websites for entities including Barnsdall Art Park and independent clients

ENVIRONMENTAL: In-store signage program for 826LA, a non-profit literacy foundation

PRINT: Invitation collateral for The Los Angeles Conservancy, a non-profit architectural preservation organization

· INTERACTIVE DESIGNER 08/05-10/07

NOVA / AMERICAN EXPERIENCE / WGBH / BOSTON, MA

Designed online features for *NOVA* and *American Experience*; collaborated with writers and producers to structure new media content designed to serve as companion material to *NOVA* and *American Experience* broadcasts; coordinated with interactive developers to ensure usability across platforms; directed redesign of *American Experience* online

DOCUMENTARY FILM

· PRODUCTION ASSISTANT 01/08

Journey to Europa (National Geographic Channel)

Field assistant for a National Geographic documentary about NASA's forthcoming mission to deploy underwater bots on Jupiter's moon

· ASSISTANT EDITOR, CAMERA 10/06-10/07

The Faithful (Fish in the Hand Productions)

A feature-length documentary about fair use in the media, fan culture, and celebrity legacies

· PRODUCER, DIRECTOR, EDITOR 07/07

Mounted: The Unstitching of a Craft

A documentary short about taxidermy and the environment (*self-initiated project*)

EDUCATION

HARVARD UNIVERSITY
CAMBRIDGE, MA / CLASS OF 2000

B.A. in American History & Literature;
Extensive coursework in Biological Anthropology

MASSACHUSETTS COLLEGE OF ART
BOSTON, MA / CLASS OF 2004

Certificate in Graphic Design

AWARDS

GRANTS: 2010
Sundance, Cinereach, IFP

DESIGN: FIRST PLACE 2004
AIGA/Design for Change
Get Out the Vote campaign poster

DOCUMENTARY FILM: SEMI-FINALIST 2006

Curiosity Film Festival
Mounted: The Unstitching of a Craft

SKILLS

Wordpress
Basic HTML + CMS
Final Cut Pro
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Flash
QuarkXpress