



LORIANN RUSSELL CODY

29 Tiffany Road
Oyster Bay, New York 11771
516.922.9360 • 516.864.1299 (mobile)
lorianncody@gmail.com
www.lcgraphx.com

By using my unique design and editorial skillset I have achieved tangible results to product positioning for entrepreneurs, start-ups and incubators.

EDUCATION

Master of Arts • 1986

New York Institute of Technology
Coursework included computer graphic design, communications, media and programming.

Bachelor of Science in Design • 1981

State University College at Buffalo
Majors: Graphic Design and Broadcast/Journalism

EXPERIENCE

9/95–Present

L.C. Graphics, Oyster Bay, NY

President • Graphic Design Studio • www.lcgraphx.com

Partial Client Listing:

Stony Brook University, Cornell University, NY Sea Grant

Long Island Asthma Coalition, Henry Schein Inc.,

Graphic design/writer/illustrator/photographer/website designer/logos/branding/deck designer.

Specialization: medical, scientific, non-profit and working with start-ups and entrepreneurs.

NY State Minority and Women-Owned Business

The North Shore Leader • Editor/journalist/designer for weekly newspaper, 3.5K circulation

Increased circulation 70% in five years. Member: New York Press Association

11/89–9/95

Henry Schein Inc. • Schein Creative Services, Melville, NY

Art Director • www.henryschein.com

Design of collateral/direct mail/business to business materials as well as training and directing staff of up to 10 designers in creative department for pharmaceutical/healthcare/veterinary products wholesaler. Specialization: dental and pharmaceutical.

11/86–11/89

Albert Einstein College of Medicine, Bronx, NY

Supervisor/Manager • Audio Visual Center • www.einstein.yu.edu

Designer and supervisor of staff of 14 biomedical communications professionals including photography, video, medical illustration and graphic design departments.

Specialization: Computerized the audio visual center, and created standards for display materials.

Additional experience on reverse.

SKILLS

Computer Proficiency

Cross-Platform • Cloud Computing
QuarkXPress • Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver, Flash) • Microsoft Office Suite • Powerpoint • WordPress

Awards on reverse.

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AWARDS

BOLI 22 • Certificate of Merit • Long Island Advertising Club
Trade Brochures/LC Graphics for The Nature Conservancy

BOLI 22 • Certificate of Merit • Long Island Advertising Club
Promotional Kits/Schein Creative Services for Henry Schein, Inc.

BOLI 19 • Finalist • Long Island Advertising Club
Newsletter/LC Graphics for The Nature Conservancy

Finalist • HOW Magazine
Newsletter/LC Graphics for The Nature Conservancy

B2B Best Sales Kits
Schein Creative Services for Henry Schein, Inc.

B2B Best Catalogs
Schein Creative Services for Schein Pharmaceutical, Inc.

PROFESSIONAL

Adjunct Instructor

Nassau Community College • Printmaking, Arts and Crafts

Suffolk County Community College • Desktop Publishing, Electronic Illustration

Additional Design Clients

Queens Asthma Coalition (www.asthmacoalitionofqueens.org)

Cataldi Public Relations (www.cataldipr.com)

Tadevich and Associates, Inc.

Lightpath (golightpath.com)

Thermolift, Inc.

North Shore Wellness Group, Inc. (www.northshorewellnessgroup.net)

Seneca Coffee House (www.senecalakeloft.com)

Sewanaka Power Squadron

What's Cooking? (www.whatscookingny.com/)

The Institute For Educational and Assistive Technology (Edatech.org)

Center of Excellence in Wireless and Information Technology (CEWIT.org)

Advanced Energy Center (AERTC.org)

Andersen Products (www.anpro.com)

Tools for Surgery (www.toolsforsurgery.com)

Riverhead Foundation (www.riverheadfoundation.org)

Bonded Energy Solutions (www.bondedenergysolutions.com)

Media:

Linked In: www.linkedin.com/in/loriann-cody-a6689734/

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11-4-18

Office of Governor Andrew M. Cuomo
633 Third Avenue
New York 10021

Re: Senior Communications Manager Position

With a background in graphics, branding and communications I am applying for the position of Senior Communications Manager for the Governor. I hold an advanced degree in communications, have more than a decade of editorial experience (some in crisis management - Henry Schein), and for the last six years I have been editor of a Long Island newspaper. That graphics background gives me an advantage -- I am a visual thinker, and experienced with product positioning.

I was critical of the Governor's plan to build a tunnel from Long Island to Rye, specifically the western alignment which would affect me personally. I wrote several articles (one attached), which garnered attention, and I used social media to extend that reach. The tunnel plan was withdrawn. I think the Governor squandered this opportunity, if not for a tunnel, than to promote infrastructure, or alternate ways to get freight off the island, just the creative out of the box thinking he is known for.

With my tenure at Henry Schein, I gained video experience, and how to write and design for crisis management. I was an integral part of the team that handled the media launch when the company went public, streaming live video across the country to all employees simultaneously. My work with Stony Brook University, the AERTC, CEWIT and University Incubator companies has given me expertise n how the state works, at least with funding.

You can see my graphics (and a bit of my other creative endeavors) on my website: www.lcgraphx.com. Articles and writing samples are on my linkedin page: www.linkedin.com/in/loriann-cody/



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Best,
Loriann Russell Cody
LC Graphics

Member: NYPA

ARTICLE:

Safety Issues for Cuomo's Tunnel

This is one in a series of articles about Governor Cuomo's plans to build a tunnel across the Long Island Sound from the Oyster Bay area to Rye in Westchester. This article first appeared in the 5/23/18 edition of The North Shore Leader.

Friday morning's bus accident near the entrance to the Lincoln Tunnel where 32 people were injured snarled traffic for hours, even though the buses involved were at the entrance to the center tube. Can you imagine the nightmare if this accident happened in Cuomo's proposed Cross-Sound Tunnel, somewhere in the middle of the 9-mile underwater span? The New York City Fire Department responded to Friday's accident at the Lincoln Tunnel. If an accident occurred in Cuomo's 18-mile Tunnel, would the Syosset Volunteer Fire Department respond? Would Oyster Bay? What happens if the accident occurs in mile 9 directly under the Long Island Sound?

Tunnel safety has been studied for years, and certainly there are longer underwater tunnels than Cuomo's proposed 18-mile cross-sound tunnel. The Seikan Tunnel in Japan is 33.4 miles with 14.5 miles under the seabed. The Channel Tunnel (Chunnel) which connects England and France is 31.4 miles long, with the longest undersea portion of any tunnel in the world at 23.5 miles. The Songshanhu Tunnel, China's longest tunnel currently in use is 24.1 miles. What's different between these three tunnels and Cuomo's cross-sound tunnel? All three are high-speed rail tunnels, not auto or truck, as Cuomo's tunnel would be. That difference is key, especially when talking about safety. Conservative estimates have a car traversing the tunnel in just under 30 minutes (40 mph). That's a long time to be in a tunnel.

How do you go about determining if a tunnel is safe enough? How do you determine the amount of risk that is acceptable? The goal is to make surface roads and tunnels equally safe. Dr. Johan Lundin, Technical Risk Director, WSP (the same Canadian company that conducted the Long Island Sound Crossing Feasibility Study for the NY State Department of Transportation) set out to review road data of the last ten years (in Sweden, where the study was completed.) A risk profile was created showing the frequency and consequences of accidents. Lundin's team was then able to establish that vehicle accidents in road tunnels, when they do occur, have more serious consequences than surface road accidents which means that road tunnels have greater risks than surface roads. Frequency relates to prevention while consequences have to do with reactions. Tunnel design, reducing speed limits, installing surveillance cameras, designing lanes for traffic control, introducing better lighting, etc are ways to reduce the chance of vehicle accidents. However, once a serious accident occurs, especially deep into the tunnel



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span, there are problems; such as dealing with fire and smoke, and the length of time to dispatch emergency vehicles to the scene.

Then there are safety issues involved with the tunnel creation. The tunnel would likely be constructed using tunnel boring machines (TBMs). Multiple TBMs would excavate through the soil and rock, and would install precast concrete panels to form the structure of the tunnel. Due to the long lengths of the tunnel, it is expected that the machines would mine from each side of the Long Island Sound and meet in the middle. An alternative approach would be to construct sections of tunnel in the middle of the Sound using immersed tube technology. This would require the sections to be cast in a dry dock and towed to the tunnel location. The sections would then be sunk into a previously excavated trench. If used in conjunction with TBMs, this could be the quickest method to build the tunnel, but would likely face significant environmental hurdles.

One such environmental hurdle is occurring right now at the Chesapeake Bay Bridge Tunnel (CBBT), where a new tube is being added. The boring technology used is reportedly creating enough muck to fill “55,000” dump-trucks, muck that recent tests have confirmed is contaminated by the boring process and must be disposed of in a protected landfill. This boring method used at the CBBT requires the use of additives: foams and other substances common to the oil-drilling industry. Those additives are petroleum-based, leaving the spoils tainted with contaminants considered hazardous to health. Their use means that the muck can not be dumped offshore in the ocean, where the excavated dirt from the trenches would normally be disposed.



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