



What happens when you take a biology degree from Cornell University and cross it with art school and years of training at Hallmark Cards? The result is Viv, an artist whose unique background enables her to create a stylistically wide range of whimsical, humorous, and distinctive art that is both award-winning and highly marketable. She has been honored by Print Magazine Design Annual, the Educational Press Association of America, and the New England Direct Marketing Association, and she is the proud recipient of a Louie, the Oscar of the greeting card world.



