



## objective:

Seasoned, versatile art director seeking to use my ten years of experience as a graphic designer/art director to create strong visual identities for all manner of clients. My primary experience has been in promotions design for business-to-business media.

## experience

**United Business Media (formerly CMP Media); Manhasset, NY**  
**Art Director (full-time)**

MAY 2000 – PRESENT

*Responsibilities include:*

- Conceptualize, design and produce a wide range of promotional materials (ads, brochures, media kits, invitations, logos, custom inserts, research reports, PowerPoint presentations, trade show signage including posters, banners and lightboxes; web sites, web banners, email newsletters and other print/web marketing materials) to carry out branding initiatives for print, online and events, and to support sales staff. Coordinate materials needed for multiple projects simultaneously.
- Meet directly with marketing staff to understand and determine their needs, deadlines and budget constraints, as well as discuss the most effective manner to accomplish the project. Communicate with marketing during all phases of project, attend meetings, conference calls, etc., to make sure the finished product is in alignment with their needs.
- Act as the primary point of contact between Everything Channel marketing staff and the design department, uphold the overall Everything Channel brand identity and act as its guardian.
- Prepare final approved creative for production/printing or for online deployment.
- Communicate directly with both in-house production managers as well as print vendors, review proofs and go on press checks to ensure high quality finished product on printed materials.
- Assist Creative Director with management and prioritization of departmental workload; collaborate creatively with C.D. on various projects; plus attend meetings to develop strategies for execution of marketing goals.
- Participate in staff meetings to provide input, assist in scheduling of work, exchange ideas, develop effective solutions to marketing problems confronting designers. Assist in the guidance and training of new/junior designers on staff.
- Train in new or updated software, either in groups or independently, in order to stay current with changes in technology which allows more efficient execution of creative ideas.

**Curran & Connors, Inc.; Hauppauge, NY**  
**Designer (full-time)**

NOVEMBER 1998 – MARCH 2000

- Designed and produced annual reports and corporate literature pieces from start to finish.
- Conceptualized and designed complete annual report layouts including covers, promotional sections, charts/graphs and financials.
- In charge of all stages of production, including prepping artwork for printer, setting up mechanicals, and going on press checks.
- Managed multiple projects simultaneously; coordinated with team of four designers to ensure efficient workflow.
- Assisted senior art director in all facets of projects: concepts, layouts, photo research/selection, spec copy for typesetting dept., production.
- Also some direct client contact.

## education

**School of Visual Arts, New York, NY**  
**Graphic Design Major, Bachelor of Fine Arts, May 1998**

SEPTEMBER 1994 – MAY 1998

## skills

Proficient in all Adobe software for print and web on Mac platform: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver (including CSS) and Flash; also Quark XPress. Also skilled in creating large-scale PowerPoint presentations, as well as templates/documents in Word. Experienced in preparing files for 4/c offset and digital printing; thorough knowledge of production, printing and finishing techniques that allow for clear communication with printer about expectations for the finished product. Web production experience includes building fully functional sites using HTML/CSS. Also skilled in assembling comps and mock-ups for print jobs. Good management skills, ability to manage large scale projects with multiple components and ability to work under tight deadlines while still paying attention to detail. Strong written and verbal communication skills, ability to form good working relationships with marketing managers/assistants/directors as well as other designers, commitment to providing excellent customer service.

## awards

- 2007:** American Graphic Design Award Winner – 2007 CRN Media Kit; HP Printing & Imaging special inserts
- 2006:** American Graphic Design Award Winner – 2006 CRN Media Kit; Toshiba B2B Mobility Special Report Advertorial
- 2006:** Business Marketing Awards Winner – 2006 CRN Media Kit
- 2003:** American Graphic Design Award Winner for 2003 CRN Media Kit
- 2002:** Finalist in 2002 Creative Excellence in Business Advertising (CEBA) Awards for CRN Channel Champions ad campaign (series of 3 ads)
- 2000:** BOLI Award for Maritime Aquarium brochure