

OBJECTIVE

To provide effective multichannel creative solutions utilizing my talent, extensive experience, strong aesthetic intuition, cultural background, resourcefulness, and progressive/innovative thinking.

SKILLS

Adobe Creative Suite CC

InDesign
Photoshop
(advanced retouching abilities)
Illustrator
QuarkXpress
Acrobat

PM Software

QuickBase (eBlu)
Clarizen

Familiarly with HTML & CSS

Understanding of UX/UI design

Fine Arts

Drawing
Painting
Portraiture
Sculpture

Photography

EDUCATION

SUNY Farmingdale, NY

Visual Communications—
Advertising Art and Design
Summa Cum Laude

PARSONS SCHOOL OF DESIGN, NY

Web Design

SCHOOL OF VISUAL ARTS, NY

Fine Arts—Drawing

NOBLE DESKTOP

Photoshop for Web and UI
InDesign

ACHIEVEMENTS

BOLI Best Consumer Advertising Campaign Award

NCMAA Best Advertising Campaign Award

Bare Bones International Film Festival Best Movie Poster Award

BOLI Certificate of Merit

Outstanding Academic Achievement Award

Phi Beta Kappa

EXPERIENCE

AMERICAN MANAGEMENT ASSOCIATION, New York, NY 2000 - 2016

ART DIRECTOR

Elevated company's visual identity to a new level. Directed creative efforts for multi-media campaigns and promotions from concept through launch for this world leader in professional development, including direct mail, emails, landing pages, web banners, event and tradeshow displays, and more.

- Managed and mentored a team of graphic designers, artists, and interns; selected and oversaw freelance designers, illustrators and photographers
- Took creative control of AMA's direct mail products with focus on brand consistency, message delivery, ease of use, and smooth transition of content to online platforms
- Achieved exceptional email campaign response rates that significantly increased registrations, revenue and activity (e.g. Thanksgiving '16 email & promo design with 8.01% Unique Open Rate)
- Significantly increased brand awareness and loyalty by taking creative control of company's flagship – "AMA Training Resource Guide", a 260-pg biannual HB book that quickly became customers' favorite keepsake item
- Saved an average of 30% annually on image-related expenses by performing advanced image retouching and manipulation, expanded in-house image libraries manifold through creative use of existing stock and personal photography skills
- Negotiated plans and managed subscriptions to high-end stock image houses

WORTH MEDIA, New York, NY 1999 - 2000

ART DIRECTOR

Designed and directed all promotional and marketing creative projects in this high-end publishing firm; formulated design concepts for ads, special advertising sections, presentations, media kits, displays, comps, sell sheets, and more.

- Improved workflow and efficiency 30% by streamlining creative and approval processes (e.g. projected three-week schedules shortened by one week)
- Produced engaging story boards and presentations for clients and prospective customers resulting in new prospects acquisition and client retention
- Managed and directed internal creative staff and freelance designers, directed photo shoots and coordinated all production efforts

NEWSDAY, INC., Melville, NY 1997 - 1999

DESIGNER / ILLUSTRATOR

Full creative control of production of ads, promotional materials, brochures, and collateral pieces for special events, external clients, and all internal departments

- Developed concept for Newsday's successful cable and network TV commercial, generating unparalleled revenue increase
- Hand-picked to create designs and illustrations for the noteworthy and extremely successful "Long Island: Our Story" media campaign
- Selected to produce a series of custom commemorative artworks for promotional merchandise featured and sold in select stores statewide
- Solely responsible for design, production and budget management of large venue exhibits displays (e.g. Annual AutoExpo Show, Nassau Coliseum, NY), including all collateral materials
- Created cover illustrations, editorial illustrations for Special Sections, and editorial content
- Directed photo shoots; selected and worked closely with renowned press photographers

EP ART & DESIGN 1995 - PRESENT

FREELANCE ARTIST / DESIGNER / CREATIVE CONSULTANT

Create resolutely positive first impressions that inspire and communicate vision and brand identity through compelling, targeted design. Clients include:

- NYSSA - New York Society of Security Analysts, NY
- ICP - International Center of Photography, NY
- COBUS Industries, LP
- APLICOR, INC.
- Newsday, Melville, NY
- The Speyer Legacy School, NY
- BFGF Productions, NY
- SPERRY FCU, NY
- ELITE Mediaworks, NY
- Future Call Group, NY
- Knapps Cyclery, NJ
- Premier Supplies, NY and more...