

An experienced hands on senior designer, I have conceived and produced a wide range of material including sales promotion, package design, print advertising, direct mail response, corporate literature, P.O.P. displays, logo design, new business presentations and web design.

My expertise lies primarily with graphics software Adobe Illustrator, Photoshop, InDesign and Quark XPress.

An accomplished layout artist, I distinguish myself in the ability to conceptualize, and effectively execute projects in a timely and professional manner.

BLACKDOG DESIGNS Cortlandt Manor, New York Nov. 2003 – Present

Personal independent studio established to provide freelance graphic design and production services for hire.

CLIENTELE INCLUDE:

- Price Chopper/Golub Corp. – Schenectady, NY
- The Biondo Group. – Stamford, CT
- EB Brands – Yonkers, NY
- LAM Design – Pleasantville, NY
- Daymon Worldwide Design – Stamford, CT
- Colangelo Synergy Marketing – Darien, CT
- Pepsico – Purchase, NY
- Catapult Marketing – Westport, CT
- mna creative – Danbury, CT
- Newday Communications – Norwalk, CT
- Eastwest Creative – New York, NY
- PromoMark, Inc.
(formerly On-Line Design) – Harrison, NY
- Source Marketing – Westport, CT
- Vision Marketing – Westport, CT
- Cornerstone Strategic Branding – New York, NY

ON3 MARKETING & DESIGN, LLC Stamford, Connecticut June 2001 – Nov. 2003

creative director

Responsible for the initial concept and design as well as the execution of consumer packaging and promotional point of sale material.

Oversee and coordinate a small team of junior art directors and production staff.

CLIENTELE INCLUDE:

- Salton USA
- Meyer Corporation
- J.A. Henckels International
- Sunbeam
- The Pfaltzgraff Co.
- Dick's Sporting Goods

ON-LINE DESIGN, LTD. Rye, New York July 1996 – June 2001

senior art director

Design, concept and execution of sales promotional premiums, packaging design, Internet and Intranet development and corporate sales incentive programs.

CLIENTELE INCLUDE:

- UDV North America
- MCI Communications
- Playtex Corp.
- Marriott Hotels
- MeriStar Hotels



SCOTT DESIGN GROUP, INC. Chappaqua, New York Feb. 1994 – June 1996

senior graphic designer

Creative implementation and execution of promotional advertising collateral and direct mail response for an independent graphic design studio.

CLIENTELE INCLUDE:

- Cadbury Beverages
- Nabisco Foods
- TDK Electronics
- ROSCO Color Labs
- Hilton International Hotels

ALCONE SIMS O'BRIEN, INC. Mahwah, New Jersey July 1992 – Feb. 1994

art director

Working in a team environment together with account executives and creative director to conceive, create and produce multiple facets of sales promotional material.

CLIENTELE INCLUDE:

- A&W Brands, Inc.
- British Airways
- Alcon Lens Care
- Reynolds Metals

QUALIFICATIONS

- Proficient in MAC platform Adobe Creative Suite5 and QuarkXPress
- Package design and branding– consumer products, food and beverage
- Freehand sketching skills
- Mechanical production with attention to brand architecture
- Solid typography, design skills
- Innovative, well organized self-starter
- Creation of package comps/mock-ups for client presentations and production
- Illustration skills

EDUCATION

Pratt Institute Brooklyn, New York Bachelor of Fine Arts
Major: Fine Arts Minor: Communication Art

References available upon request