



CONTACT

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SUMMARY

Award winning graphic design professional with 15 years experience specializing in editorial, advertising, corporate branding and package design. Extensive knowledge of pharmaceutical marketing, aesthetics, education and animal health.



SKILLS

Effective team player, able to manage multiple projects under tight deadlines. Computer skills include Adobe CS (Illustrator, Photoshop, InDesign) including PowerPoint, Microsoft Word and QuarkXpress. Basic knowledge with dreamweaver, HTML and CSS.



WORK EXPERIENCE

Present

Freelance Designer (Cerami Worldwide, Lifenet, Trutone Mastering Labs)

- Create materials for major pharmaceutical clients, including product launches, direct mail, learning modules, board games and PowerPoint presentations
- Provide creative direction and design strategies for marketing materials, ads, web graphics, trade show collateral, letterhead, business cards, catalogs and brochures
- Collaborate with art directors or outside print vendors to successfully develop and execute projects
- Design, maintain and update client websites

Oct. 2011 -
July 2015

Gemini Studio - West Caldwell, NJ (Senior Designer)

- Conceptualized, designed and produced product launches, logo development, editorial publications, consumer advertising, trade show design, packaging and web development
- Created learning & development materials including training manuals, annotated package inserts, sales meeting tools and PowerPoint presentations for major pharmaceutical clients
- Delegated tasks and managed freelance designer on multiple projects in fast paced environment
- Worked closely with creative director to conceptualize creative strategies for design collateral

June 2007 -
July 2010

MGK Design - Parsippany, NJ (Senior Designer)

- Created and implemented designs for electronics packaging as well as brochures, posters, newsletters, logos and direct mail pieces
- Produced schematics, mechanicals, 3D renderings, product displays and trade show comps for all clients
- Worked directly with clients and creative directors to develop strategies for design collateral

Jan. 2000 -
June 2007

Trutone Inc. - New York, NY (Lead Designer)

- Delegated, trained and managed freelance designers on multiple projects including company web site
- Produced designs for CD packaging, catalogs, logos, company branding, ads and marketing materials
- Worked directly with clients to conceptualize creative strategies for package design
- Directed photo shoots and oversaw all aspects of pre-press production including review of digital proofs
- In 2008 Trutone sold the company to Sound Performance and I was immediately recommended to handle the freelance design for the company including catalogs, advertising and CD packaging for existing clients



AWARDS

1st Place Trade Magazine Ad (NJ AD Club) - 2nd Place Trade Magazine Ad (NJ Ad Club) - 1st Place Self Promo Holiday (NJ Ad Club)



EDUCATION

School of Visual Arts, NY (B.F.A. Graphic Design) Sept. 1995 - May 1999 - LIIT Tech (Web Design) Jan. 2011 - May 2011