

objective

I am an experienced creative professional seeking a position within a creative design/marketing department where I can use my broad range of skills to guide the creation of ads, packaging, displays, catalogs, marketing materials and branding to help my company or client achieve their creative goals.

technical skills

graphic design software

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
QuarkXPress 9
CopyFlow Gold (various plug-ins)
FlexiSign-Pro 8.1

web software

Adobe Dreamweaver CC
Adobe Flash CC

printing/die cutting

Wide Format Ink Jet Printing
Flexography Inline Printing
Offset Printing
Mimaki Digital Printing
VUTEk Digital Printing
DuPont CromaPro XP/KODAK Inkjet Proofing Systems
Various Vinyl Die Cutting Plotters

business software

Microsoft Office
Adobe Acrobat Professional
Microsoft Windows
Various FTP Clients

audio/video software

Final Cut Pro
Adobe Premiere CC
Adobe After Effects CC
QuickTime Pro

apple software/hardware

Mac OS 10.13 High Sierra (and prior versions)
iOS 11 (and prior versions)
Seasoned Apple troubleshooting expert

work history

Design & Communications Director November 2014 – Present

Schenectady County Public Library – Schenectady, NY

- Rebranded every aspect of the library system to bring a cohesiveness among all nine locations.
- Designed marketing materials (print, digital, web) for all classes and events held by the library system.
- Administered website and social media accounts for the library system to engage the public.
- Traveled across New York State to act as a subject matter expert and facilitate educational sessions on library system branding.
- Connected and created rapport with media outlets to push press releases for events.
- Co-created/co-managed SCPL's Electric City Comic Con to make it the largest event in the history of the library system, with over 10,000 community members attending over the course of the event's three year history.
- Designed and purchased all branded outreach products, such as bags, pens, buttons, lanyards and toys.
- Created various PDF based internal forms for employee use, such as payment and material request forms, material management check lists, operating procedures and policies.
- Created and administered system-wide policy, procedure and filing of incident reports to ensure staff safety.
- Researched, purchased and administered all art department equipment and software.
- Aided in the research of new library-based technologies.
- Researched patron habits and created signage to aid in patrons' interactions throughout each library location.
- Developed marketing plans based on the various demographics in each of our diversified locations.
- Performed job duties of in-house IT manager in his absence.

Art Director April 2014 – November 2014

Graphitek – Hoosick Falls, NY

- Prepared clients' artwork for various signage and vehicle wrap printing needs.
- Mentored Designers within Art Department to achieve increased knowledge base.
- Direct client consultative support and service for all of their project needs.
- Managed multiple projects with various stakeholders, often under extremely tight deadlines.
- Ensured a strict standard for client color guidelines and requirements for each and every project.

work history cont.

Director of Design & Layout May 2012 – October 2013

LinguaLinx – Cohoes, New York

- Oversaw and mentored team of graphic designers who specialized in layout of translated materials.
- Took client files from source English all the way through the translation process to final localized product.
- Managed budgetary needs for the department.
- Always looked to increase revenue through internal process modification; reducing redundancy and increasing productivity.
- Managed multiple projects under intensive, tight deadlines.
- Dealt with outside agencies for various needs.

Graphic Designer/Flash Web Designer April 2005 – May 2012

Car-Freshner Corporation – Watertown, New York

- Created ads, products, packaging, point-of-purchase displays, catalogs, marketing materials, trade show signs and Flash animation for the website.
- Focused on special projects, e.g., the “Smooth. Since 1952.” Maxim ad, that took the corporation’s identity and consumer awareness to new and exciting levels.
- Collaborated with multiple printing vendors to achieve consistent quality.
- Created innovative ways to expand the company’s products into new markets.
- Mentored co-workers in design and print methods.
- Engaged in problem solving and brain storming with other members of the team.
- Constantly learned new methods for creating and distributing audio/video projects.

Interim Art Director September 2009 – April 2010

Car-Freshner Corporation – Watertown, New York

- Distributed new projects to staff and kept track of each project’s status in order to meet tight deadlines.
- Conferred with Vice President of Marketing and President of company on design briefs.
- Continued to perform regular full-time duties of Graphic Designer/Flash Web Designer.

Senior Graphic Artist September 2001 – April 2005

Climax Manufacturing Company – Lowville, New York

- Designed packaging according to strict customer guidelines and criteria.
- Received a total of 17 awards of Excellence and two Gold awards from the National Paper Box Association for outstanding graphic design work in 2002, 2003, 2004 and 2005.
- Managed time and work flow in a deadline-intensive design environment.
- Developed new proofing methods to show customers a quicker and closer representation of their product, including setting up a DuPont CromaPro XP Color matching system.

Digital Graphic Artist June 1999 – September 2001

Color-Tech Photo Labs, Inc. – Buffalo, New York

- Created digital photo retouching, restorations, compositing, ads, posters and POP advertising.
- Managed an archive of over 400 CD-R’s containing all previous workflow.
- Developed a keen and critical eye for color correcting and calibration.

education

The Art Institute of Pittsburgh – Pittsburgh, Pennsylvania – 1997

Associates in Specialized Technology Degree

Major – Visual Communications

Emphasis – Cartooning, Graphic Design & Animation

*A complete list of various trainings and speaking engagements available upon request.