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OVERVIEW:

Years of experience in Graphic Design and Art Direction, in both Direct Mail and Publishing. Worked with editors, authors, and publishers and coordinated teams of writers, copy editors, graphic artists and illustrators in the execution of effective and timely pieces. Skilled in photo manipulation, typography, page layout, problem solving, workflow efficiency, mathematical precision, conceptualizing, and teamwork.

SKILLS:

Adobe InDesign, Photoshop, Illustrator, Acrobat, Firefly, AfterEffects • Microsoft Word, Outlook, Excel, Powerpoint • HTML • Figma • WordPress

EDUCATION:

St. John's University, New York.
BFA in Graphic Design,
May 1996. Cum index 3.5
Honors/activities: Dean's list,
New Vision Art Society (NeVAs)
co-founder, St. John's University
Pep Band

REFERENCES:

Available upon request.

PROFESSIONAL EXPERIENCE:

Publishers Clearing House, Jericho, New York
Head Art Director April 2014 – July 2024
Senior Art Director April 2010 – April 2014
Art Director August 2007 – April 2010

- Provided 6-12 essential new creatives annually for our Package Testing program, working with writers and executive leaders in the design and development of campaigns which, upon successful performance against standard mailings, became part of the rotation of mailings sent multiple times per year. Collaborated with Purchasing agents in the selection of templates and specifications for envelopes, letters, inserts, and contest promotions such as labels and scratch-off pieces.
- Responsible for updating standard sweepstakes packages and developing new add-on contest executions. Handled corrections and changes following internal routing of PDFs to marketing and legal teams on a weekly basis.
- Art directed photographers for our product ads, suggesting propping and compositions through digital roughs and pencil sketches. Designed new ads and incorporated in to flyers, including various banners, logos, and bursts, mindful of how adjacent ads interacted as well as how multipage flyer panels stepped in relation to one another.
- Oversaw a small internal Production division for several years alongside a fellow Head Art Director, managing a direct report freelancer. Assisted legacy staff in the transition to linking product ads to a central copy database which required tagging of text, and complex navigation in the use of style sheets. Maintained a vast flyer template library and efficiently deployed master/parent pages to maximize multiple permutations. Aided in the development of modules for further automation of flyer data input and assembly.
- Collaborated with eCommerce team proactively in the enhancement of static ad units via cinemagraphs. Through Photoshop animation, AfterEffects filters and video clips, brought portions of still images to life. This included adding steam to cookware, incorporating video of flowing water to hose nozzles, adding dynamic effects such as lighting to typography, and more. Through our research we optimized which portions of GIF ads were animated, keeping file sizes low without sacrificing quality.
- Helped train new staff members and authored numerous documents of best practices and standard operating procedures to facilitate smoother onboarding and streamline workflow.

Bookspan/Doubleday Entertainment, Garden City, New York
Art Director January 2000 – August 2007

- Responsible for design and execution of catalogs, flyers, coupons and envelopes for a variety of book clubs, including the Science Fiction Book Club, Literary Guild, and Outdoorsman's Edge.
- Designed over 90 original book jackets for omnibuses, special editions, and original collections, directing established science fiction and fantasy illustrators.
- Engaged in various club redesigns and logo competitions.
- Received ABCD(Above and Beyond the Call of Duty) award.
- Created art director manual for new technical workflow.

PBC International, Inc., Glen Cove, New York
Graphic Designer January 1996 – December 1999

- Designed various ads and invitations for marketing department.
- Executed successful redesign of Spring catalog.
- Participated in preparation of over 14 books, flowed in text and handled corrections.
- Scanned and retouched art for all books in production.

Marvel Comics New York, New York
Freelancer October 1995

- Retouched and silhouetted action figure images for toy catalog.