

SUMMARY OF QUALIFICATIONS

- More than 10 years of experience as a professional designer providing effective visual communication solutions for clients.
- Proven experience managing the creative process from objective to final execution.

EXPERIENCE

Toys“R”Us Corporate Support Center, Wayne, NJ

Senior Designer, Advertising Department June, 2004 - March, 2007

- Communicate marketing strategy from initial design to completion across a variety of media.
- Attend and participate in departmental meetings.
- Schedule and prioritize to ensure timely and accurate cost effective deliverables.
- Work with in-house departments to produce effective communication and visuals.
- Supervise and Art Direct Junior designers and assigned freelance staff.
- Photo Art Direct coordinating talent, communicating desired effects such as lighting, set design, styling, model selection and scheduling/production.

Kea Advertising, Valley Cottage, NY

Senior Designer, Creative Department September, 2001 - May, 2004

- Organized and created promotional materials from concept to final deliverables.
- Worked independently with little or no supervision.
- Attended and participated in all client briefings.
- Prepared all proposals and presentation materials.
- Responsible for managing all aspects of the freelance design staff.

Sony Design Center, Montvale, NJ

Senior Design Consultant to the Graphic Design Group April, 2001 - September, 2001

- Managed and developed a proposal for a new global packaging strategy.
- Designed numerous internal creative presentations.
- Attended and contributed in departmental product and creative meetings.

Obelisk Design Inc., Fort Lee, NJ

Owner of a Graphics and Web Design Enterprise April, 2000 - April, 2001

- Conceived, designed, and developed new product and service brochures for clients including: sales collateral and comprehensive promotional materials.
- Designed, developed, and delivered client websites.
- Developed brand identity programs for clients including: InsightExpress, Kyocera-Mita, Pharmaton, and others.

Graetzer/Ackerman, Ramsey, NJ

Creative Department Senior Designer April, 1999 - April, 2000

- Managed and designed collateral and promotional materials for corporate accounts including: Sony, Nielson & Bainbridge, and Kemper Insurance.
- Organized product photo shoots.
- Coordinated and attended client presentations.

Cahners Publishing, Secaucus, NJ

HTI Department Designer March, 1998 - April, 1999

- Designed special promotions, travel book covers, and companion advertisements.
- Involved in all aspects of project development and management.

C.M. Jackson, Moonachie, NJ

Macintosh Production Artist June, 1994 - March, 1998

- Developed brand packaging materials for clients including: America's Choice, Food Lion, Stop & Shop, and other food retailers.

EDUCATION

Pratt Institute Brooklyn, NY

Bachelor of Fine Arts, Dean's List with High Honors, September, 1989 - May, 1992

- Internships with MTV Networks and Doublespace working on accounts including: Marvel Comics and Tag Heuer.

COMPUTER SKILLS, ASSOCIATIONS, AND ABILITIES

- QuarkXPress, InDesign, PhotoShop, Illustrator, Dreamweaver, Flash, Imageready, PowerPoint, HTML, Adobe Creative Suite.
- AIGA , New York Chapter.
- Creative Writing.
- Manual Sketching.
- Strong Typography and Layout Skills.
- Completely bilingual and fluent in Spanish.