



Talented and Results-Driven professional with top quality design approach and polished solutions. Excellent attention to detail and ability to view the broader picture while applying 24 years of experience in a proven ability to quickly learn and grasp complex campaigns and translate material into comprehensive and easy to understand communications. Working with clients to shape communities and push the boundaries of what's achievable, Tailored to your objective and budget.

http://www.artconic.com/?page_id=158



Engaged Team Player with solid experience and well-versed in all aspects of prepress and digital production. Able to employ a defined agency workflow with an effective standard process. Applying insight on compelling communications programs and campaigns using storytelling, visuals, and a multimedia approach in a fluid and iterative process. Strong organizational skills and attention to detail with excellent planning and development skills.



Achievements in major and notable publications, showcased on Subways, TV, Digital / web, social networks, billboards, and shelves nationwide. Delivering excellent management, interpersonal and organizational skills with the ability to prioritize and manage multiple projects simultaneously. Enthusiastic and engaged team player with optimum performance across all professional levels.

Specialties:



- | | | |
|------------------------|----------------------------|-----------------|
| Project Management | Book & Magazine Production | Online Mktg |
| Market /trend analysis | Branding | 1 on 1 Training |
| Kiosk & Presentations | Vector Art + Illustrations | Town Halls |
| Event & Exhibits | Promotional Campaigns | Photography |
| Info Graphs | Educational Materials | Web Conferences |
| CSS, CMS, HTML | Video Editing | Cartography |



- Print:** Adobe CC: Photoshop, Illustrator, InDesign.
Microsoft Office: Excel, Word, Visio, Publisher — QuarkXPress
Presentation /Modules: Prezi, Keynote, Captivate, PowerPoint, Lightroom
Video: Premiere, Final Cut Pro, After Effects, Cinema 4D
Digital /Web: Dreamweaver, Contribute, WordPress, (HTML5, CMS, PHP, and CSS)
ONLINE: Google (Sheets, Slides, Docs) SKETCH



IMAGERY & GRAPHICS

Vector, Trendy & New.
Story Telling Graphics.

Brand Positioning
Data Gathering
Market Research & Analysis

Engagement Planning
Positioning and Deployment



CREATIVE SERVICES

Graphic + Language needs for every-day life relevant content and understanding

Interactive mechanicals/ templates for functional usage/distribution

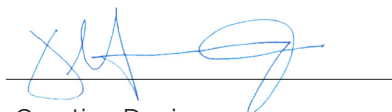
Maintaining master key files



DESIGN SOLUTIONS

Working closely with stakeholders to adhere to deadlines effectively within a matrix environment.

Create templates and conceptual collateral



Creative Designer
917-736-5340

SUMMARY

Experience in print, interactive media, and presentation design. Engaged Team Player with solid experience and well-versed in all aspects of pre-press and digital environment. Achievements in major and notable publications, Brand management and Strategic Marketing, creating striking presentations to graphically represent the information provided by stakeholders. Developing brand identities, learning guides + an efficient process for each project. Working with clients to shape communities and push the boundaries of what's achievable, Tailored to the objective and budget.

SOFTWARES **Adobe** (CC) Photoshop, Illustrator, InDesign, Acrobat Pro, Distiller, Dreamweaver, After Effects, Premiere

Apple (Mac) Keynote & Pages - Final Cut Studio, Sound Booth, QT, MapInfo, **QuarkXPress**

Microsoft: Word, Visio, Excel, Teams, Access, Publisher, Sway, Forms, SharePoint + PowerPoint

CRM: Zoho, HubSpot + Salesforce - **ONLINE**: Google (Sheets, Slides, Docs) SKETCH

EMPLOYMENT

2015 – 2021 Strategic Marketing + Presentation Specialist

Mission, Inc

Hyatt Hotel Corp

Sequel

Regeneron

Mc Caan

VCT Propeller Airport

KBS+

Chopra PerfectHealth

Grey Group

FCB

Deutsch, Inc.

Eurasia Group

Landor

NYC Health + Hospitals

Horizon Media

AgencySacks

Creating effective, dynamic + well-thought presentations. Ensuring that presentation materials adhere to branding guidelines and design standards. Translating feedback while designing exceptional presentations. Pushing the limits of design to create award-winning business pitch presentations.

Brand Insight: Working with the EVP, VP of Marketing /Communications and key executive members to achieve business objectives (print & digital) in line with corporate positioning and branding, attending brand meetings, brainstorming, and upholding brand standards while creating effective-dynamic and well-thought-out presentations for new campaigns based on conceptual direction and frameworks. QC/QA to ensure consistency across all platforms with corporate branding principles. Redesigning complex content into clear presentations, while translating feedback into exceptional artistic design. Creating original graphic content such as backgrounds, info charts, metaphorical graphics, diagrams & photo/image editing.

2014 -16

NFL

Christies

HBO

Alligent Group

L'Oreal

theGuardian.com

AVON

SY Partners

Provided leadership and hands-on execution across a diverse range of design and communication challenges including data visualization – story boards, web design, graphics for video, and Keynote & interactive presentations. Support in production & developer roles with design documentation. Create and maintain project schedules and work closely with a team and vendors to adhere to schedules & Planned events

2011 – 20 **City of NY, Administration for Children's Services / NY Power Authority / NYU Steinhardt**

Consultant: Meet with Deputy Commissioner's and Directors -creating awareness campaigns: (OHH) banners, maps, brochures, help books, online interactive forms, promo items, & PPT presentations, for each city campaigns and events. Made decisions on the visual elements of each project, selection of models, art, props, colors, and other elements. Event planning and creating mock-ups per meetings, for print and outsourcing to vendors. Coordinating photo shoot areas + backdrops, crowd control/guest seating, safety concerns, media files for news channels and sponsors, arrange timeline for guests/speakers and presenters. Assist media team for Live streaming for TV and social networks.

2011 - 14 **Specialist Services**

Ann Inc. (Ann Taylor)

The Segal Group

The College Board

Spotify

Vi-Tech Systems Group

the Columbia Center for New Media

SY Partners

infor.com

PICA9

2011 – 13 **Prudential Financial, Inc. –CT**

Created and edited financial fact sheets (*funds*) from updated quarterly data retrieved from the financial advisors for placement on Websites, magazines & distributed to shareholders and financial (stock) firms. Utilizing monetary data to create charts, pies & graphs.

2006 – 10 **Saferock, Inc.**

Executed copy and art edits, designed and produced page layouts for **HOLT, RINEHART & WINSTON** publishing textbooks. Pre-flight & Packaged each project, created Mathematical illustrations for textbooks using Illustrator & Corel Draw.

2000 - 2006 Previous Experience:

Citi-group

SparkNotes

JC Penney

Credit Suisse

Prudential

People's Education

CitiFinancial

Integrated

Integrated Communications Corp.

Scholastic

McGraw Hill

Trajectory

Collateral materials:

Charts & Graphs

Presentation Decks

Cartography

Visual edits/Illustrations

Cover/book design

OHH Billboards

Mailers

Mag Ads

Advanced within my career as a Cartographer & Project Manager, designing textbooks from all grade levels. Ad Banners, shelf talkers & mailers. Pre-Flight, PDF, Quantitative data research & image edits that were utilized on major Pharmaceutical Ad's.

EDUCATION

2011 SUNY Learning Network (SLN)

Certificate

Microsoft Certified Application Specialist

1998 Montclair State University, NJ

Photoshop Workshop

Adobe Acrobat, Photoshop Certification

1997 Alphatrain Computer School, NJ

Graphic Design/Publishing

Desktop Publishing

1993 Essex Community College, NJ

Business

Macro Economics