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SUMMARY

Highly creative and versatile graphic artist experienced in professional marketing campaigns from design, development and production for web application, traditional advertising, editorial and packaging.

PROFESSIONAL EXPERIENCE

DW Graphics Studio • Stamford CT
• 2003 – present

Freelance studio offering design and graphic services to a variety of businesses.

Present & recent projects clientele:

- Clairol Professional: beauty trade advertising, product and style guides, packaging, promotional pieces, educational brochures, manuals and tools.
- CT Appalachian Mountain Club: Executive Committee member, editor and publisher of quarterly newsletters and event promotion materials and brochures.
- Residential contractors logo design, promotional literature and advertising.
- United States Tennis Association: design/production of brochures, advertising, sponsorship presentations, on site signage and banners for international tennis events and grass roots programs.
- Carrafiello • Diehl & Associates: design and production services for promotion, packaging & advertising.

Sun & Moon Marketing Communications
• Mt Kisco NY
• art director • 1999 – 2003

Market focus on commercial real estate and high-end property management in the tri-state area.

Art direction for corporate repositioning advertising; promotional pieces, brochures, financial reports, packaging, maps, flyers, mailers, event invites, incentives and premiums; web site design and programming; interior/exterior signage and display.

Executed all projects concept through complete ion; all design development and presentation. Computer generated elements, layout, effects and mechanicals; direction/acquisition of photography, architectural renderings and illustration; production and delivery.

Space Age Printing & Graphics • Norwalk CT
• creative director • 1997 – 1999

Exclusively managed creative flow and traffic from walk-in clients.

Excelled in a financially challenging environment where 'joe citizen' and local small businesses and nonprofit organizations came for trusted creative work.

RIS Publishing • South Norwalk CT
• creative director • 1996 – 1997

Creative development for a monthly real estate publication *National Relocation & Real Estate*, associated trade show and promotional materials.

Burke Incorporated • Fairfield CT
• art director • 1994 – 1995

Creative team director producing high-end promotional, packaging, pop, pos, sales and marketing materials. Example products: Sauza Tequila, Presidente Brandy, Tia Maria; MetLife Insurance and corporate annual reports.

DWD Grafix • Fairfield CT
• freelance graphic artist • 1987 – 1994

Highly skilled in Quark, Illustrator, and PhotoShop. Experienced use of web software and PowerPoint. Proficient at traditional paste-up & mechanicals, and 2 & 3 dimensional comprehensives.

EDUCATION

Creative Training • Manhattan NY
• Flash • 2001

Essex Computer Training • Essex NJ
• GoLive & Flash • 2000

MicroTraining Plus • Norwalk CT
• computer graphics & design • 1996

Fairfield University • Fairfield CT
• liberal arts/graphic design • 1985

Silvermine Art Guild • New Canaan CT
• fine art, drawing and illustration • 1983

New England College • Henniker NH
• liberal arts/communications & media • 1982

REFERENCES Available upon request.