

Seasoned Art Director and graphic designer with experience in editorial design, print production and web design. My strengths and interests are in magazine and web design. I am highly organized and work seamlessly with the editorial team to ensure the marriage of art and edit. I am looking for a creative outlet to expand my potential.

Proficient in the latest Adobe applications such as Indesign, Photoshop, Illustrator, Acrobat, Dreamweaver and Fireworks. Experienced in K4.

## **EXPERIENCE:**

### **2010 to Present    Freelance Art Director/Designer for the publishing industry and web design**

#### **Bloomberg Markets Magazine**

- Design Features and back of the book sections

### **2004 to 2010    Investment Advisor Group, Hoboken, NJ**

#### **Art Director - Investment Advisor Magazine**

- Launched redesign of Investment Advisor magazine in 2006
- Worked closely with editorial staff to provide design and art direction
- Selected and commissioned photographers and illustrators and attended photoshoots
- Mapped and laid out magazine with sales team
- Preflighted and created high res PDFs of all editorial and advertisement pages
- Worked closely with printer for final approval of magazine and a successful printed outcome
- Posted and managed magazine to web site
- Created web banners, e-newsletters and other marketing material
- Forecasted annual art budget

### **2002 to 2004    Northstar Travel Media, Secaucus, NJ (Formerly Cahners Travel Group)**

#### **Art Director/Travel Professional Magazine**

- Launched redesign of Travel Counselor magazine, now Travel Professional
- Provided design and art direction of all editorial content
- Selected and commissioned photographers and illustrators
- Oversaw electronic file preparation and pre-flighting for print production

### **2001 - 2002    Cahners Travel Group, Secaucus, NJ**

#### **Art Director/Custom Publishing**

- Oversaw projects, including design and layout
- Custom designed advertorial publications such as guides, planners, seminars in print and newsletters
- Oversaw electronic file preparation and pre-flighting for print production

### **2000 - 2001    Graphics Art Director/Travel Weekly Newspaper (Cahners Travel Group)**

- Designed special sections, created miscellaneous logos and artwork
- Created charts, graphs, maps, logos and other graphic elements for publication
- Oversaw electronic file preparation and pre-flighting for print production

### **1997 - 2000    Graphic Artist/Designer/Hotel & Travel Index (Cahners Travel Group)**

- Revised and created hotel advertisements and comprehensive layouts
- Responsible for page assembly and flowing of text
- Designed effective graphic solutions for print/comp presentation to increase visibility of advertisers message

## **EDUCATION: Noble Desktop | Computer Graphics Training in New York**

Certificate in Web Design: Certificate in Web Design program approved by the New York State Department of Education. The program is designed to give the skills of a complete web designer. It covers Dreamweaver, Fireworks, and Flash from a beginner through advanced level.

## **DDP Training Center (Desktop Design & Publishing, Inc.) Freehold, NJ**

Classes included in-depth training on Macintosh Systems and on the latest programs including QuarkXpress, Adobe Illustrator, Adobe Photoshop, Macromedia Dreamweaver and Flash

**AWARDS:** 2004 Ozzie Award Winner (Gold) for the 2003 Travel Industry Survey Issue in the category of Best Supplemental, B2B