



3114 North 5th Street • Whitehall, PA18052 • 610.295.5440

corporate design & branding • marketing & marketing materials
print, web, television, digital media design

Summary of Qualifications

A results driven, innovative and seasoned “hands-on” Art and Creative Director/Designer, and Copywriter with a successful background in creating advertising campaigns, corporate identity systems, corporate communications, public and press relations and consistent, quality marketing and design solutions (B2B/B2C). Highly skilled in technical and creative strategies, as well as excellent knowledge of print and web production and standards.

Skill Set

Creative through pre-press	Management and leadership qualities
Advertising/marketing strategies	Public and community relations
Communication design	Efficiency in meeting tight deadlines
3 dimensional design	Cost management
Digital illustration, photography, manipulation	Ability to handle multiple tasks
Copy writing and technical writing	Internet/intranet design
Press release writing	Web animation
Proposal writing	Production management
Public Relations	Outside-the-box thinking

Extensive experience with network administration on PC and MacIntosh OSX, hardware, Ethernet, graphics hardware/software and troubleshooting, as well as numerous peripherals (large-scale and small-scale printers, scanners, hubs, DSL, tape drives, optical drives) in the graphic design industry. File management, archiving and data storage, etc.

Software Expertise

Adobe Illustrator CS5	Adobe Flash CS5
Adobe Photoshop CS5	Adobe Fireworks CS5
Adobe InDesign CS5	Adobe Dreamweaver CS5
Adobe PageMaker	
Adobe GoLive CS5	
Adobe Acrobat Pro	
QuarkXPress	Microsoft Powerpoint
Font Reserve	Microsoft Access
Fontographer	Microsoft Word
Pre-flight Software	Microsoft Excel
	Microsoft Front Page
	Microsoft Windows

Well versed in numerous applications relating to the graphic design and web design and print industry

Professional History

Self employed since 2009

2005-2009

Synergis Technologies

Creative Marketing Strategic Specialist

472 California Road

Quakertown, PA 18951

Duties and Responsibilities:

Responsible for taking the strategic marketing plan and interpreting it into "the big idea." Utilized strategy, concept, production and client skills in fast-paced client-satisfaction oriented environment. Proven track record of great creative thinking and flawless execution for wide range of products and businesses. Created wide variety of peripherals including direct marketing materials, sell-sheets, catalogues, PR advertising, newspaper and magazine advertising, signage, websites, email blasts etc. Team design environment and ability to work alone from concept through final press-ready design. Strong concept generation skills utilized to create a variety of potential solutions to the client. Solid concept presentation skills. Able to effectively handle all client contacts, correspondences, meetings and development. Art and photo direction of projects. Responsible for project organization and documentation. Monitoring and maintaining project schedules and deadlines. Responsible for all specifications including type and print specs. Responsible for color breaks and key line mark-ups, also color and blue line approvals.

Contact: Dave Hampton, Senior Marketing Specialist, 800.836.5440

2004-2005

Rodale Press

Art Director/Creative Director and PR Consultant

33 East Minor Street

Emmaus, PA 18098

Duties and Responsibilities:

Formulated concepts and supervised designers engaged in executing layout designs for public relations, magazine sales and corporate branding initiatives to be presented in magazines, books, newspapers, and packaging. Reviewed illustrative material and conferred with management and individuals responsible for presentation regarding budget, background information, objectives, presentation approaches, styles, techniques, and related production factors. Formulated layout design concept and conducted research to select and secure suitable illustrative material, conceived and assigned production of material and detail to artists and photographers. Assigned and directed staff members to develop design concepts into art layouts and prepare layouts for print and web.

Contact: Dave Heintzelman, Human Resources, 610.703.4374

2001-2004

Lehigh University

Professor of Practice – Graphic Communication/Web Design (Digital Foundation)

Advisor -Integrated Product Development

Department of Art and Architecture

27 Memorial Dr. West

Bethlehem, PA 18015

Duties and Responsibilities (Web Design):

Develop and implement curriculum for Web Design as it pertains to the professional trade. Verse students in the fundamentals of proprietary software i.e. Adobe Photoshop, Adobe Illustrator, Adobe GoLive, Macromedia Dreamweaver, Macromedia Flash and Macromedia Fireworks. Indoctrinate the extensive languages of web programming; HTML, DHTML, XHTML, XML , etc. Instill in the student the paramount requisite of graphic design including page layout, color theory and usage, typography and illustration while maintaining the strict standards of Web Design protocol as per W3C Universal Standards as it relates to end-user usability, download speed, multi-browser interfaces and all strict standards governing present Web Design technical protocol.

Duties and Responsibilities (Graphic Communication):

Develop and implement curriculum for Graphic Communication as it applies to multiple professional trades. From conceptualization through finished production in a wide array of media, the emphasis is on creative thinking, thorough knowledge of color theory, design layout, space, typography, photography, use of the latest software and peripherals to give the student quality skill sets to make them competitively marketable in this demanding field. Instill in the student the ability to develop and expand their thought processes, possess a keen eye for detail and push the limits off professional advertising and design protocol.

1997-2001

Saraceno Design Inc.

Art/Creative Director

26-28 E. Third Street

Bethlehem, PA 18015

Duties and Responsibilities:

Coordinated a team of Art Directors, Designers, and Production Artists with the primary responsibility of overseeing operations within the Creative group and facilitate integration with other departments. Also partnered with the Senior Creative Director and Strategic Engagement Directors to build solid concepts that were executed through to final production. Managed creative relationships with clients, such as helping meet and exceed client needs, participating in client presentations and new business pitches. Responsibilities included monitoring creative quality, corporate branding, staff and resource planning, staff management and mentoring and adherence to committed project budgets and schedules.

Received Communication Arts Best Design for Non-Profit for multi-peripheral "SteelFest, A Celebration of 100 years of Bethlehem Steel."

Contact: John Saraceno, Principal, Saraceno Design, Inc. 610.866.4422

Education

Northampton Community College
AAS Communication Design, GPA 3.94
National Deans List Society (3 consecutive years), Member Phi Theta Kappa
E. A. Fretz Scholarship Award-Outstanding Achievement

Northampton Community College
AAS, Computer Graphics, GPA 4.0
National Deans List Society, Member Phi Beta Kappa

Lehigh University
Currently working toward BFA
Audit of numerous courses up to 300 level.

Awards and Accomplishments

2010 Created Mark and Brand for Thalidomide 2012 International
2002 Graphic Design USA: First Place, Pro Bono Ad Campaign
2001 Sammy Awards: First Place, Best Overall Marketing Campaign
2000 Communication Arts: Best Design for Non-Profit