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professional experience

ARSENAL DESIGN

Jersey City, NJ (*July '04 – Present*) www.arsenal-design.com

Creative Director & Owner

Freelancing full service graphic design studio providing design and implement custom solutions for clients. Analyze/identify business objectives, and use these to define scope, project plan and objectives. Gather business/user requirements and use these to design, develop, and output electronic preparation of the project. Manage and review pre-production for quality and consistency, as well as scope, cost, and deadlines.

STATE OF NEW JERSEY / DIV. OF HIGHWAY TRAFFIC SAFETY

Trenton, NJ (*Jan. '05 – Feb. '07*) www.njsaferoads.com

Graphic Artist

Design layouts of graphic or printed material; design layout for brochures, newsletters, forms, reports, banners, charts, & promotional items; compose mechanical; organize graphic arts projects from conception to completion. Developed graphic design for style, arrangement, color, technique, and effect. Directed photo shoots, retouched images and developed output electronic preparation of the project.

AMERICAN BIBLE SOCIETY

New York, NY (*Sept. '04 – Present*) www.elementzoflife.com

Art Director

Design, developed and implemented Elementz of Life magazine, an 80 page lifestyle magazine distributed nationally. Responsibilities include overseeing design and implementation of all print and electronic communications, creating graphics for web sites and print collateral, producing multimedia presentations. Creatively directed, designed and organized all advertising and editorial for the Elementz of Life magazine from conception to completion. Performed assignments effectively and efficiently in a very busy environment and under tight deadlines.

MANN PUBLICATION

New York, NY (*Aug '99 – Jan. '05*) www.mannpublications.com

Art Director

Conceptualize and design the Fashion Manuscript magazine, a 128 page monthly apparel magazine distributed in the metro area. Responsibilities include overseeing design and implementation of all print and electronic communications, creating graphics for web sites and print collateral, producing multimedia presentations. Creatively directed, designed and organized all advertising and editorial for the Fashion Manuscript magazine from conception to completion. Performed assignments effectively and efficiently in a very busy environment and under tight deadlines. Directed photo shoots and completed other tasks as needed to complete projects.

education

NEW JERSEY CITY UNIVERSITY

Jersey City, NJ (*Jan '94 – May '99*)

Bachelor of Arts in Communication Design & Technology.

JERSEY CITY STATE COLLEGE

Jersey City, NJ (*Sept. '88 - May '92*)

Attended the Visual Arts High School Program where I developed and disciplined in Fine Arts, Illustration and Painting.

reference & portfolio

Reference available upon request. Also, to view my portfolio please visit www.arsenal-design.com.

technical proficiency

Macintosh OS & PC
Software
InDesign CS
QuarkXpress
Photoshop CS
Illustrator CS
Fireworks
Image Ready
Adobe Acrobat
Pitstop
Suitcase
Flightcheck
Flash 8
Dreamweaver
Word
Excel
PowerPoint

freelance

Center for Worker
Education, CUNY
Designer
New York, NY
9'05–Present

Elementz of Life
American Bible Society
Art Director
New York, NY
9'04–Present

SCOOP
Fairchild Publications
Senior Designer
New York, NY
2'06

Children's Business
Fairchild Publications
Associate Designer
New York, NY
2'06

Basix Magazine
Art Director
New York, NY
6/03 – 6/04

