

SUMMARY:

Senior Graphic Designer/Art Director with outstanding innovative conceptual skills to develop powerful graphics for consumer focused brand identity, corporate communications, and marketing materials. Excellent communication skills, technical skills and the ability to manage multiple projects and multiple clients, in a fast-paced environment. Self-motivated, can-do attitude and positive work ethic.

TECHNICAL SKILLS:

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Adobe Photoshop Adobe Flash Adobe Dreamweaver Adobe Acrobat
Adobe Illustrator Adobe In-Design QuarkXPress MS PowerPoint
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WORK EXPERIENCE:

Senior Graphic Designer

(2009 to 2011) Pfizer (acquired Wyeth) Madison, New Jersey
(1997 to 2009) Wyeth

Responsibilities Include:

The formulation of diverse design concepts to produce superlative promotional material for OTC brands, Fortune 100 corporate communications, consumer meeting planning, OTC packaging, consumer brand and marketing project initiatives.

Significant stakeholder interaction and project management involving the consumer brands: Advil, Robitussin, Centrum, Centrum Silver, Centrum Performance, ChapStick, Preparation H, Dimetapp, and ThermaCare. The maintenance, endorsement and implementation of corporate graphic standards.

Accomplishments:

- Developed and designed a new international corporate magazine for Pfizer Global Supply entitled *The Network*. The inaugural edition was a mammoth success with management and increased readership to over 30,000 Pfizer colleagues globally
- Complete redesign of the entire ThermaCare® domestic brand of durable and disposable products with compelling new graphics. The new design strategy was developed over a period of months and saved the ThermaCare® team a minimum of \$50,000
- Designed a powerful and fun brand logo for *ZIPLine* (Zero Injury Pfizer), a safety initiative developed at the Pfizer Sanford, North Carolina site. The brand logo helped generate intense interest, recognition and participation to this essential program
- 2010: Winner of the Canson Paper Award for Illustration Excellence. CPSA (Colored Pencil Society of America) Explore This! 6 Juried Competition
- 2009: Winner of the The Communicator Award. Category: *Interactive Design Gold Media Award of Excellence*
- 2006 Nominee & Finalist for a Wyeth Consumer HealthCare Global Pride Award

WORK
EXPERIENCE:
(cont.)

Art Director/Graphic Designer

1994 to 1996

Consultant

Elizabeth, New Jersey

Delivered design and illustration for various clients. Including corporate identity promotional brochures, newsletters, brand identity logos, multimedia presentations, etc.

Art Director

(1988 to 1994)

Burgdorff Realtors

Murray Hill, New Jersey

Designed and produced the marketing materials and display advertising for thirty four Burgdorff offices. Significant stakeholder interaction and project management. Designed the Premier Properties Division brochures and advertisements. Coordinated the copywriters, photographers and illustrators on a per project basis.

EDUCATION:

Kean University, Union, NJ - B.A. Majoring in Fine Arts / Art History.
(Constantly upgrading my skills by taking classes or seminars)