

GRAPHIC DESIGNER / ART DIRECTOR

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After delivering many successful projects to clients, I realize each project has its own unique needs. So, I approach each project as a brand new challenge. My leadership and creativity inspires the creative team to stay on the right track and keep deadlines. This has earned me a reputation for responsibility, reliability, organization, dedication and to exceed expectations.

► **PROFESSIONAL EXPERIENCE**

FREELANCE present

Art direction and graphic design from beginning to the end

- coming up with unique concept for each project
- creating visuals such as logos, icons, background images and html templates for a social network product
- creating logos and symbol marks
- creating product package and label
- creating branding system such as business papers, signage, vehicle, apparel, advertising, and marketing communications
- creating website
- developed successful marketing campaign and providing tools such as templates for business paper, postcards, advertisement and newsletters for small business owners

Major Clients: Atlantic Cleaners, Sequel Studio (www.sequelstudio.com), Shihan Martial Arts, Kanreikai Karate NYC, Cognitive Therapy for Women (www.ctwomen.org), Al Lati Lights (www.ailatilights.com), Global Lighting (www.globallighting.com), Landor & Associates, Corporate Voice, Hallmark Magazine, Transmedia Company (www.transmediacorp.com), Ston Vodka, Polo Ralph Lauren, Avon, The American Psychoanalytic Association, Belk Mignogna Associates, Siegel & Gale, Frankfurt Balkind Partners, TKStar, LEAR'S Magazine, TWA AMBASSADOR Magazine, Taconic Media, Media Scan, Towers Perrin and New York Housing Authority

KASS UEHLING INC. (www.kassuehling.com) 1985 – 2008

333 Seventh Avenue, New York, NY 10001
Design Director/Senior Graphic Designer

- managing and directing the entire team includes designers, photographers, programmers, printers and vendors for branding project
- overseeing projects, reviewing each team member's work to keep the projects moving forward smoothly and getting them done on time
- working with architects for facility interior and exterior signage system and deliver the architectural drawings
- designing and directing printing and/or on-line manual
- designing and directing corporate communications
- delegating and following up creating artwork and templates for branding system

Major Clients: Entergy Corporation, Susquehanna Bank, Ohio Casualty Insurance Company, Exelon Corporation, TXU, Vectren, Price Waterhouse, American Express, Convergys, Koppers, IES Industries, Atrion, Cooper Industries, ACE Limited, Bristol-Myers, Merrill Lynch, Deloitte Touche and JazzCity/Pony Canyon

STUDIO CYGNUS 1984 – 1985

New York, NY
Graphic and Production Designer

Major Clients: Shiseido, Cannon and Japan Airlines

NIPPON TELEVISION INC. 1985

New York, NY
Graphic and Production designer

► **EDUCATION**

PRATT INSTITUTE

Brooklyn, New York
BFA Graphic Design; Dean's list

► **TECHNICAL SKILLS**

Adobe CC, Keynote, Microsoft Office and Quark Express

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Please visit <http://www.marispace.com> for more detailed information.