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**WEBSITE AND PORTFOLIO SAMPLES** [www.paperworksdesign.com/corporate/](http://www.paperworksdesign.com/corporate/)

**EDUCATION**

**JAMES MADISON UNIVERSITY**

Bachelor of Fine Art in Graphic Design

Graduated May 1998

**CREATIVE STRENGTHS/SKILLS**

Visual and conceptual execution skills, creative problem-solving in difficult design situations, effective time management, ability to meet deadlines, design and execution of communications tactics, including advertising, logos, brand identity, global branding, sales training manuals, clinical and consumer educational literature, corporate identity programs, direct mail, packaging, sales incentive programs and human resource materials.

**EXPERIENCE**

**Creative Director/Owner 2010 - 2015**

**PAPERWORKS DESIGN STUDIO** - Flemington, NJ  
Graphic Design Firm specializing in corporate identity, consumer and pharmaceutical advertising, advertising campaigns, brand identity programs, sales training manuals, clinical and consumer educational tools, direct mail programs, consumer and retail advertising programs. Specializing in Branding, Corporate Identity, Logos, Brochures, Postcards, Newsletters, Direct Mail, Signage, Sellsheets, Folders, Apparel, Flyers, Posters, DVD/CD Sleeves and more.

Invitation & Custom Design: Design of paper products for special social and corporate events. Collection of announcements and invitations for birthday parties, weddings, graduations, baby or bridal showers, christenings, and births tailored to each client.

**Creative Art Director 2002 - 2008, also 1998-1999**

**PHARMAKA HEALTHCARE COMMUNICATIONS / TEAM GRAPHICS CREATIVE SOLUTIONS** - Flemington, NJ  
Created entire corporate identity programs, special event invitations, brochures, new hire kits, tabletop displays, tradeshow booths, logos, journal ads, apparel design, posters and website design. Responsible of all work from concept to finish. Participation in all client presentations, supervision of photoshoots, print specs & press checks. Clients included: inVentiv Communications, Ortho McNeil-Janssen Pharmaceutica, Johnson's Baby, Johnson & Johnson Pediatric Institute, Chicago White Sox, NBA, Formica Corporation, Ortho Biotech, Prestige Environmental, Vietnam Veterans Memorial Foundation, and China America Cooperative Automotive, Inc.

**Art Director 1999 - 2002**

**HMC ADVERTISING** - Stowe, VT  
Responsible for concepts and entire ad campaigns for numerous clients along with outdoor signage, logos, direct mail, brochures,

**COMPUTER SKILLS**

Fully proficient in Adobe Creative Suite 6: Photoshop, Illustrator, InDesign, Microsoft Office, Scanning, Adobe Acrobat. Capable of following through from concept to pre-press. Some experience in Flash.

**HONORS/ACHIEVEMENTS**

- Dean's Academic List - 1994 - 96
- President's Academic List - 1997 - 98
- Art Director's Club of NJ Certificate of Excellence - April 1999

pocket folders and TV/Radio spots. Designed and executed snowboard section of Smugglers' Notch Resort website and participated in photoshoots for print & video.

Clients included:  
Smugglers' Notch Resort, Northfield Savings Bank, IDX Corporation, Trapp Family Lodge, Blue Cross Blue Shield, University of Vermont, The Vermont Health Plan, Holiday Inn Family Suites Resort and WCVT Classic Vermont.

**Assistant Art Director / Designer / Freelance 1998**  
**COMUNE DESIGN, INC.** - Bernardsville, NJ  
Designed logos, brochures, invitations and menu designs for Patricia's Restaurant, Fox Hollow Golf Club and Main Street Café.

**DESIGN SQUARED** - Bernardsville, NJ  
Responsible for design of brochures and direct mail pieces for Vytran Corporation, Merck, Seasons Floral, SalesPlus and Distribution Services Limited.

**JOHN BRADY GRAPHIC DESIGN** - Bernardsville, NJ  
Created corporate identity packages, collateral, posters and magazine inserts for clients such as: Caffé Oggi, Long Elegant Legs, New Jersey Symphony Orchestra, Jewish Federation of Central New Jersey and Pro-Tec.

**INTEGRATED COMMUNICATIONS INC.** - Parsippany, NJ  
Worked in collaboration on ideas, layouts and designs for pharmaceutical agencies such as Novartis, Roche and Schering.

**MICHAEL D. BECKERMAN & ASSOCIATES** - Bernardsville, NJ  
Designed real estate newspaper and journal advertising for The Advance Group, Bertram Associates and Wellsford Commercial Properties Trust.

**TOYS R US** - Parsippany, NJ  
Worked on layouts for toy packaging, newspaper and magazine ads.