

*I apply my
expertise
to every
project
I create,
call me...
973-615-5334*

FREELANCE / CONSULTANT

2015

McCann Managed Markets Parsippany, NJ | **CoynePR** Parsippany, NJ | **MedForce** Shrewsbury, NJ | **Knowledge Point360** Lyndhurst, NJ | **Evolution** Philadelphia, PA | **ACE Group** Basking Ridge, NJ | **Millennium Communications** Parsippany, NJ

Art Director – Designing and producing promotional materials, providing guidance to junior designers

- HTML email blasts, banner ads: Allergen, Genentech, Shionogi
- Presentations/infographics: Casio (Baby-G), Timberland, Shire, Durex, k-y, Razor, Private Client Services Investments
- Print: brochures, ads, posters, and annual reports: South African Tourism, V-Tech, BASF, Novartis, Genentech
- Speaker Meeting Materials: Allergen (Botox), Novartis

Previous Freelance: Natrell Communications Inc, Parsippany, NJ | Wyndham Hotel Group, Parsippany, NJ | Adweek, NYC | Nabisco, Parsippany, NJ | Wedgewood Communications, Greenbrook, NJ | Compass Strategic Consulting, New Haven, CT | The Graphics Connection, Caldwell, NJ | Jovita Design, Montclair, NJ | Hahnes, Newark, NJ | EDS Advertising, Roxbury, NJ | Myron Manufacturing, Maywood, NJ | Eric Gluckman Communications, NYC

Designed brochures, ads, catalogs, infographics, periodicals, package design, stationery, books, menus, logos, invitations, corporate identity, posters, fashion ads and consumer product ads for retail store. Art directed consumer ads and brochures for the model trains, planes and cars. Clients: Godiva, Saks Fifth Avenue, The Pottery Barn, The Record, American Express, Sprint, Model Rectifier Corporation, AT&T

WORK EXPERIENCE

MediMedia Health Carlstadt, NJ

2007 to 2014

Art Director – Designing and producing promotional and educational material for the pharmaceutical industry in multimedia formats. Responsibilities include the following: develops creative concept and design for promotional and educational programs, including live events (speaker meetings), newsletters, monographs, brochures, logos, corporate identity, ads, posters, packaging, presentations, infographics, mobil, email blasts and websites. Provide guidance and art critique to designer or other creative services personnel. Directs internal teams to define layout of program and strategy for client communication needs to the market and translate written text into visual story. Clients: Bayer, UCB, Takada, Janssen, Ortho-McNeil, Novartis, Pfizer, Mission, Aptalis, Merz, Otsuka and Onset.

Franklyn Ideas Cedar Knolls, NJ

2001 to 2007

Art Director – Designing pharmaceutical promotional materials: visual aids, shelf talkers, flash cards, brochures, newsletters, POP, and presentations. Manages work flow. Directs junior and freelance designers. Clients: Boehringer-Ingelheim, Daiichi Sankyo, Janssen, Novartis, Ortho-McNeil, Pfizer, and Sanofi-Aventis.

Medi-Promotions Hasbrouck Heights, NJ

1995-2001

Senior Graphic Designer – Design and production of pharmaceutical ads, invitations, packaging and presentations. Art directed photo shoots. Clients: Novartis, Janssen, Pfizer, Ortho-McNeil, Bristol-Myers Squibb, Abbott Laboratories, Searle, AstraZeneca.

Ivy House, Inc. East Rutherford, NJ

1994-1995

Graphic Designer – Designed promotional materials, logos, ads, brochures, surveys, packaging, direct mail. Clients: Hackensack Water Company, Mutual of New York

Design Source East Hackensack, NJ

1993-1994

Graphic Designer – Design and production of packaging, direct mail, corporate identity programs, newsletters, trade show literature and signage. Clients: PSE&G, Morristown Memorial Hospital, Polander, Pantone

Physicians World Communications Secaucus, NJ

1987-1993

Graphic Designer – Design and production of pharmaceutical journals, monographs and brochures.

SOFTWARE SKILLS

InDesign, illustrator, Photoshop, Quark, Dreamweaver, PowerPoint, Word, Excel

EDUCATION

School of Visual Arts, NYC Bachelor of Fine Arts

AWARDS

Nominated – Best use of Direct Marketing to Healthcare Professionals – MM&M Awards