

PROFESSIONAL EXPERIENCE

JUNE 2005 – PRESENT

Freelance Graphic Design and Creative Strategy. Clients include Penn Mutual Life Insurance, Horner, Townsend & Kent, Bindertek Inc., Empire Imports, Inc., Princeton University, ABI Marketing/PR, Sensus America, Inc. among others.

JANUARY 2001 – JUNE 2005

The Seibel Group, Inc., Princeton, New Jersey

Creative Director for Design Department of mid-sized design and printing firm. Personally responsible for managing design team, developing and maintaining client relationships, and guiding projects from creative strategy through print process. Projects include corporate identity, print advertising, brochures, catalogs, annual reports, direct-mail, newsletters, etc. Led The Seibel Group through re-branding process by developing new identity and marketing materials including ads, direct mail, web presence and e-advertising. New identity effectively reflects company's growth and capabilities as high-quality creative and print services provider. Clients include Penn Mutual Life Insurance, Merrill Lynch, Harte-Hanks, American Red Cross, Bindertek, Nielsen-Wurster Group, Delaware Investments, Princeton University, The Lawrenceville School, Unionville Vineyards.

FEBRUARY 1997 – NOVEMBER 2000

Merrill Lynch, Inc., Creative Services Department, Plainsboro, New Jersey

Senior Art Director for high volume product area in corporate design department. Manager of six-member design team responsible for developing marketing materials for Merrill Lynch Mutual Funds Marketing. Responsible for all phases of design management from concept to print. Strong creative and technical experience; very proficient in Photoshop, Adobe Illustrator and Quark Xpress. Projects include broad range of high-quality printed materials, including multi-faceted product launch kits, client brochures, quarterly fund reports, ad campaign support materials, logo design, etc.

JANUARY 1995 – JANUARY 1997

Brandesign, Inc., Dayton, New Jersey

Senior Design Consultant for packaging design and brand identity firm. Designed packaging and product identity for a variety of consumer goods. Clients included Bayer Corporation, M&M Mars, Nabisco, Best Foods among others.

JANUARY 1995 – JANUARY 1997

Freelance Graphic Designer. Clients include Vox Juris, Inc., NOFA-NJ, Pharos Studios, Inc., Stony Brook-Millstone Watershed Association.

OCTOBER 1985 – DECEMBER 1994

Pharos Studios, Inc., Princeton, New Jersey

Graphic Designer for visual communications firm whose services include graphic design, advertising, audio visual production and photography. Projects included corporate identity and logo development, product pamphlets, mail order catalogs, capabilities brochures, magazine/newspaper advertising, and direct mail promotions. Client list included AT&T, Dow Jones, IBM, Johnson & Johnson, Pfizer Pharmaceuticals, Rohm & Haas Company, Sandoz Pharmaceuticals, Parke-Davis Pharmaceuticals, Bucks County Coffee Company.

SEPTEMBER 1983 – JUNE 1985

Graphics, Printing and Advertising, Trenton, New Jersey • Graphic Designer

AUGUST 1981 – DECEMBER 1982

D-K Associates, Inc., McGuire AFB, Wrightstown, New Jersey • Graphic Designer

OCTOBER 1980 – APRIL 1981

Le Mon Advertising, Agana, Guam • Graphic Designer

EDUCATION

SEPTEMBER 1977 – JUNE 1980

School of Visual Arts, 209 E. 23rd Street, New York, New York.

Media Arts Major; Graphic Design emphasis. Graduated BFA with honors.

SEPTEMBER 1975 – JUNE 1977

Mercer County Community College, 1200 Old Trenton Road, Trenton, New Jersey.

Visual Arts Major; Photography emphasis. Graduated AA with honors.