

## Summary of Qualifications

Award winning Art Director. Highly passionate about design and creative problem solving. Able to think and respond quickly maintaining attention to detail. Motivated, decisive, organized, efficient and dedicated. Extensive experience in web-design and online marketing campaign development. Passionate and collaborative creator of innovative online marketing campaigns; accustomed to performing in a deadline-driven and business results-oriented environment with an emphasis on working within budget requirements. Experienced in visual content creation, including planning, art-directing and executing photography shoots.

## Software

Photoshop	Illustrator	HTML	QuarkXpress
Dreamweaver	Flash	Fireworks	Microsoft Office

## Professional Experience

Catapult – [Westport, Connecticut](#) March 2009 – March 2010  
*Freelance Art Director*

Designed and strategized a wide spectrum of creative assets in support of marketing campaigns for Cesar, Subway, Intel, Whiskas, and The Goodlife Recipe. Provided design expertise for consumer promotions and varied marketing platforms (e-commerce, social networking, and online gaming) for major accounts and leading brands.

Adaptive Marketing LLC – [Norwalk, Connecticut](#) May 2000 – January 2009  
*Art Director / Interactive Manager (Web Design )*

Selected to manage design of a growing portfolio of membership-based web sites for a \$800 million digital marketing company.

- Originate and produce innovative design solutions to drive revenue for an \$800 million dollar digital marketer of membership based web sites.
- Develop and adapt design styles across a variety of business categories, including (but not limited to) shopping and entertainment, health and beauty, and credit reporting and protection.
- Efficiently art direct, motivate and mentor two designers and coordinate design production from concept through completion.
- Successfully translate subject matter into fresh design for a wide array of promotional media, including full-scale product websites, email blasts, banners, self-mailers, complete direct mail packages and sales collateral.
- Work closely with Product Managers to shape creative vision, conceive designs and consistently meet deadlines and budget requirements.

### Highlights:

- Lead Designer for Savings Ace – an award winning shopping site.  
<http://www.webaward.org/winner.asp?eid=13388>
- Originated and developed contest-winning business-to-business gift concept for marketing to the Hispanic market, as well as contest-winning Landing Page concept for new marketing initiative.
- Created highly effective web banners that generated up to 100,000 clicks from partners' pages; landed the company's largest account by consistently producing the best-performing banners.
- Designed 90% of control banners across all product lines, increasing the hit rate of the creative department by 300%.

RON SIZEMORE VISUAL PRODUCTIONS INC. – [New York, NY](#)

1999 – 2000

*Web Designer*

- Chosen to provide corporate image-making services to develop interface designs, layouts, web graphics and posters.
- Interacted with clients and gave presentations to obtain and analyze requirements; coordinated development with project managers and programmers.
- Worked with information architects to improve usability and ensure feasibility; designed marketing collateral for print media.

*Highlight:* Created innovative e-commerce web sites for large fashion companies and designers, applying solid graphic design skills.

VICE VERSA NEUE MEDIEN GMBH – [Hamburg, Germany](#)

1998 – 1999

*Web Designer*

- Brought in to design innovative web sites and marketing materials for leading German corporations.
- Created user interfaces, layouts and graphics for CD-ROMs.
- Led customer reviews to secure layout approvals.
- Developed vector graphics for interactive movie presentations.
- Presented artwork to clients

*Highlight:* Instrumental in design and development of the only web site for the German Postal Service providing services to the customers across the country.

MÜLLER'S BÜRO – [Hamburg, Germany](#)

1996

*Film Production Coordinator*

*Highlight:* Consistently recognized by supervisor for my time- and money-saving project management skills.

"FOR YOU" MAGAZINE – [Wiesbaden, Germany](#)

1995 – 1996

*Photo Production Coordinator*

*Highlight:* Successfully art directed and coordinated production of a two-page special feature story by effectively planning and coordinating resources.

MASSTAB – [Hamburg, Germany](#)

1994 – 1995

*Visual Merchandiser and Interior Designer*

KARSTADT MOENCKEBERGSTRASSE – [Hamburg, Germany](#)

1992 – 1994

*Apprentice, Visual Merchandising and Display Design*

## EDUCATION

COLLEGE FOR FINE ART AND DESIGN – [Hamburg, Germany](#)

1997

*Certificate in Graphics and Design (Bachelors Equivalent)*

SCHOOL FOR ART & DESIGN – [Hamburg, Germany](#)

1995

*High School Diploma in Graphics and Design*

## OTHER SKILLS

Fluent in German

Fine artist (portraits) [WWW.NEVAPAINTINGS.COM](http://WWW.NEVAPAINTINGS.COM)