



SUMMARY OF QUALIFICATIONS

Seven years experience in Desktop Publishing including: graphic design, web design and illustration.

WORK EXPERIENCE

1999 - present

Art Director | Graphic Designer

ARENSON OFFICE FURNISHINGS New York, NY

Desktop Publishing | Graphic Design

- Managing every step in the design phase. Creating original layouts and graphics for four-color and black & white publications, including brochures, postcards, promotional mailers, invitations, flyers, ads, and the company newsletter.

Photography | Photo Retouching

- Creating original photography and selecting/editing stock photography. Emphasis on maintaining a unified visual identity for Arenson Office Furnishings across all company communications both external and internal.

PowerPoint Presentations

- Developing PowerPoint presentations that have helped Arenson to win contracts with clients including Merrill Lynch, WAMU, Estee Lauder, Memorial Sloan Kettering, Marsh & McLennan Companies.
- Integrated Knoll and Arenson visuals for PowerPoint presentation of new office furniture designs at NeoCon World's Trade Fair '05 and '06.

Web Maintenance | Web Design | XHTML | CSS

- Hand-coding in XHTML and CSS to design an online Furniture Standards catalog for Mercedes-Benz dealer.
- Redesigning the web site and rewriting the markup for National Independent Contract Dealer Council (NICDC).
- Using Flash and Illustrator to draw and animate additions to existing splash page on the company's web site.
- Assisting IT personnel with maintenance of company web site.

Writing

- Contributing copy for marketing material.
- Authoring "How To" column in company newsletter with desktop publishing tips for fellow employees.

2003 - 2006

Graphic Designer | Web Designer | Art Director

INDROS GROUP Brooklyn, NY

Graphic Design for E-commerce

- Created banners, sweepstakes, special offers, HTML-based emails, online stores and catalogs, and DRTV pages designed to integrate with the established visual identities of clients such as Ceramic Tiles of Italy, Haband, EMF, Yves Rocher.
- Finalized graphics for the Time Life Offer "Legends", and the Dr. Pierre Ricaud online catalog.
- Integrated Flash movie component with the web design for Yves Rocher's online DRTV campaigns.

Illustration | Animation | Web Design

- Recreated Illustrator-based design in Flash for Italian Tile Industry.
- Collaborated with Max & Gino clothing store on design for company web site. Implemented the hand-drawn illustrations in Flash and created a colorful splash page for client's web site.
- Created Flash animation and designed web sites for: [Netivot Shalom](#) and [Yoswein New York](#)
- Supervised web site design and creation by other designers for a variety of clients.



WORK EXPERIENCE

Image Optimization | Photo Manipulation

- Retouched product photography with Photoshop for Yves Rocher online catalog.

Print Media

- Designed programs, print advertisement and postcards for annual Italian Trade Commission Exhibit.

Graphic Designer | Web Developer | Illustrator FREELANCE

2002 - present

Branding | Web Design | Web Development | Web Maintenance

- Responsible for the entire design, creation and maintenance cycle, including initial development of brand identity, web site layout and functionality, content development, and hand-coding XHTML, CSS, and PHP for clients including: lowlifemedia.net, sunneptun.sk, relaxbandonline.com, voxethnika.com

CD | DVD packaging

- Created Illustrations, graphics, and layout for CD and DVD packaging of various musical acts.

Logo Design

- Developed logo for various clients.

EDUCATION

B.A. in Advertising Art

1995- 1999

SETON HALL UNIVERSITY South Orange, Nj

- Major GPA 4.000
- Cumulative GPA 3.926
- Summa Cum Laude
- Art Honors Citation
- Dean's List all semesters

RELEVANT SKILLS

- **OS:** Mac and PC proficient.
- **Software:** Adobe Illustrator, Photoshop, Image Ready, Flash; Quark Xpress; Microsoft
- **Programming & Markup:** XHTML, CSS, PHP.
- **Darkroom:** procedures of 35 mm black and white photography.
- **Drawing and Painting:** using pencil, charcoal, acrylics.
- **Creative writing:** writing fiction and poetry.
- **Languages:** Fluent in Czech and Slovak, knowledge of German, Russian and French.