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### Qualifications

- Award-winning senior art director with twenty years of agency experience overseeing all art direction from concept to production across print, web, mobile and TV for a diverse roster of clients specializing in Medicare, healthcare and insurance
- Managed art direction for many of the agency's largest accounts, as well as worked on a diverse number of projects for other clients
- Overseeing designers and freelancers
- Excellent communication and presentation skills
- Ability to brainstorm and conceptualize fresh ideas in a team environment and in a remote setting
- Exceptionally creative and thinks outside the box
- Able to multi-task art direction on multiple projects for separate clients during the same time frame
- Professionally efficient with InDesign, After Effects, Adobe XD, Photoshop, Illustrator and PowerPoint
- Have a thorough understanding of UI, UX, wireframing and responsive web design
- Up to date on current trends in print, web, mobile, social media and TV

### Relevant Skills

- Knowledge of prepress procedures, paper stocks, print production standards and postal regulations
- Ability to adapt to change
- Self-starter and pro active
- Very detail-oriented

### Work Experience

DMW Direct, Wayne, PA

May 2022 to present time

Senior Art Director

Creating innovative and persuasive communications, working together with copywriters and account services/strategic team members, from written and verbal input. Partnering with copywriter(s) to develop concepts that engage and persuade targeted consumer audiences — inspiring direct results. Owning all visual aspects of projects from initial concept, through final production. Setting the stylistic and artistic direction of response advertising and marketing materials and campaigns in print, mail, TV, and various digital/video media.

- Collaborating with copy and art partners to create on-strategy marketing/communication materials on assigned projects and accounts, across all media.
- Conceptualizing and designing various new projects for nation-wide client base; creating work to support agency new business efforts and client/prospect presentations.
- Working in cross-departmental agency team(s) — copy, art, account services, productions — to define creative output: concepts, strategies, and tactics to meet (and exceed) objectives.
- Presenting creative concepts to both internal and client-side teams.
- Managing projects from start to finish: initial design through collecting files for release to production in the appropriate medium.
- Connecting with project management, production/development, and account services to manage work, meeting budget and scheduling criteria.
- Actively coordinating with production teammates (direct mail, digital and/or broadcast) to establish specs and deliverables for estimating purposes

June 2011 to April 2022

Art Director

- I had established myself as a bedrock of the creative department. I was a key contributor on client and agency projects, working on everything from award-winning direct mail campaigns, to innovative corporate training modules, to extensive new business pitches. My experience ran the media gamut, including direct mail, digital, DRTV, outdoor, print, and point-of-purchase creative.

January 2008 to May 2011

Assistant Art Director

- I had proven myself to be a colleague with talent, an impressive work ethic, and a desire to create quality work for DMW's clients. I took on new design assignments for print and interactive projects. I worked on many of the agency's key accounts.

August 2005 to December 2007

Designer

- I had demonstrated overall growth in design skills and my activities had steadily expanded beyond production art to helping art directors on design-oriented tasks

July 2003 to July 2005

Production Artist

- During my tenure, I helped develop and implement a robust quality control process for materials going into production, by setting up specific standards and workflow protocol

### Education

Hussian School of Art, Philadelphia, PA

September 1999 to May 2003

Associate Degree in Specialized Technology

Majoring in Advertising Design