



SUMMARY

- **Art Direction:** Concept development. Visual storytelling. Project planning for user-centered responsive design for print or web. Typography and icon design. Imaginative use of images. Branding and application across campaigns. Expert editing. Supportive team leadership, productive client relations and vendor management.
- **Creative Content Designed for Print, Web, Email, Display:** Complex documents, information design, navigation, accessibility, color management across channels, digital and commercial printing. Navigation, maps, wayfinding. Engaging presentations and tutorials. Adobe InDesign, Illustrator, Photoshop, and Acrobat. QuarkXPress. MS PowerPoint. WordPress, CMS, CRM, HTML, Fetch, FTP
- **Imaginative Illustration:** Digital and traditional media. Expert photo correction, re-touching, compositing. Illustrator, Photoshop
- **Instruction:** Hands-on courses that meet real-world objectives, help students and professionals find a starting point for inspiration, try alternative creative solutions, learn from feedback, and succeed
- **Collaboration:** Basecamp, Dropbox, OneDrive, Zoom, Teams
- **Database and Forms:** MS Excel, FileMaker. Dynamic forms
- **Software and OS:** Mac/Win cross-platform applications, installation, troubleshooting, upgrades, font and file management, system maintenance, virus/malware protection, WiFi and networking

EMPLOYMENT

[Hunter College, Office of Student Communication](#) . . . 2010-2024

Senior Graphic Designer

Designed promotional and marketing communications for digital displays, email publications, web sites, and printed materials such as posters and signage. Created illustrations. Provided art direction for multi-channel campaigns. Edited and produced biweekly e-newsletters for distribution to 23,000 students. Coordinated branding and consistent messaging throughout communications for 22 internal client offices and programs, completing up to 500 requests per year. Managed websites in WordPress and a content management system. Researched hardware and software; wrote proposals. Worked closely with clients and vendors to produce booklets, banners, and branded merchandise. Designed digital displays for events at Radio City and Madison Square Garden. Mentored two to four design assistants for eight years.

[Hunter College, Continuing Education Programs](#) . . . 2011-2018

Digital Design Instructor / Curriculum Developer

Built and taught visual design and typography, branding and identity, digital illustration and image editing, information design, publication design and prepress, career planning and portfolio development.

[Ganesh 43 LLC, dba the UPS Store](#) . . . 2003-2007

Marketing Director

Created low-cost, high-touch marketing plan. Designed and produced web site, ads, brochures, billboards, interior and exterior signage, presentations and proposals. Worked with clients and vendors on corporate identity systems, annual reports, brochures, and collateral, printing and fulfillment; provided timelines, drafts, estimates, proofs, invoices. Trained and supervised 12 employees. Interviewed by CNN Financial, ABC Good Morning America, and CBS The Early Show.

Digital Design Instructor / Curriculum Developer

Created and taught courses in visual design, illustration, digital imaging, typography, branding, publication design for print and web, information design, prepress and printing, career and portfolio development.

[Touro University, NYSCAS](#) . . . 2003-2012

[The Graduate School, Center for Applied Technology](#) . . . 1997-2007

[The Cooper Union School of Art](#) . . . 2003-2004

[San Francisco State University, Multimedia Studies](#) . . . 1997-2002

[Artist Resource | www.artistresource.org](#) . . . 1995-2003

Executive Director

Built, designed, and managed this non-profit art community forum online. Served over one million unique visitors per year: artists, students, teachers and patrons. Trained, managed 20 web designers.

[Center for Electronic Art](#) . . . 1993-2002

Program Chair, Print Design

Designed six-month certificate program, from course map to lesson plans and learning outcomes. Managed 30 instructors. Developed policies and procedures for faculty and students. Supervised student portfolio development. Taught visual design, typography, branding, advertising, digital illustration, image editing, project planning, publication design, prepress, career planning, portfolio development.

High Voltage: Directed 25 students and staff in designing and producing 22 course catalogs and 12 websites, from concept to press check and deployment—the final projects for students' portfolios.

EDUCATION

[Fashion Institute of Technology](#)

Master of Arts, Illustration . . . 2010