



SHERWIN HARRIS

Art Direction & Design

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EXPERIENCE

SHERWIN HARRIS DESIGN, New York *Principal*

Creative/art direction & design of local/national advertising & collateral, direct mail, packaging, POP and websites. Brand identity development & marketing strategy; licensing & product development.

1990–PRESENT

Partial client list includes: **John Hardy, David Yurman, Estée Lauder, Boutique Hotel Group, Trafalgar, Garrick Anderson, Elizabeth Arden, Karl Lagerfeld, Erno Laszlo, Perry Ellis, ShadowBoxer, Nick & Nora Worldwide, NBC-TV, Cablevision, Marke Communications, Bermuda Department of Tourism, TriColor USA, IBM.**

☞ *With Schramm Sports & Entertainment:* Comcast, LATV ☞ *With ES Imago:* John Hardy Collection (jewelry) including mailers & ads for Neiman Marcus and Saks Fifth Avenue, Weatherproof (outerwear), Beauty.com, Swatch, The Greenhouse Spas, Arcade, International Fragrance Foundation.

☞ *With Charles Totaro Design:* General Motors Racing, Club Med, USIA (WorldExpo 98/Lisbon), Playboy/Cigarette (boats), Disney/SLS (Europe): LNF (French Soccer League), FIA/Formula One, Ferrari.

☞ *With Red Barn Productions:* Starwood Hotels & Resorts.

Published: Marketing by Design—Design-Driven Merchandising, Rockport/Allworth

Professor: Parsons School of Design, New York.

LIZ CLAIBORNE, INC, New York *Art Director*

Art-directed sportswear mailers for retail stores nationwide, including Sak's Fifth Avenue.

1988–90

Designed marketing tools & direct-mail pieces for shoes, eyewear; consulted on corporate video.

TIME WARNER, INC, New York *Art Director*

Responsible for the creative direction and production of sales promotion and marketing material for licensed properties. Clients included: Warner Bros. (film/TV), Looney Tunes, DC Comics, Major League Baseball and the National Hockey League.

1986–88

Freelance graphic design & art direction:

Estée Lauder, designed national ad campaign: Tailoring for Men (Clinique fragrance).

1985–87

Fairchild Publications, designed 4-color menswear tabloid, DNR/Magic.

Merchant Ivory Productions, designed award-winning anthology film poster.

NBC/Saturday Night Live, co-art directed and coordinated music for short film.

Other clients included: Working Woman, and Grey Medical Advertising.

RCA RECORDS, New York *Senior Art Director*

Responsible for national and regional print and television advertising.

1983–84

CONRAN'S, New York *Art Director*

Set up the in-house advertising department. Conceptualized, designed and art-directed the "new look" of advertising for the Conran's home furnishing chain in America.

1981–82

MACY'S, Visual Merchandising Department, New York *Graphic Designer*

Design and production of in-store graphics including logos, posters, signage & shopping bags.

1980

EDUCATION

Parsons School of Design, New York *Communication Design, Photography*

BFA

Pennsylvania Academy of The Fine Arts, Philadelphia *Drawing, Painting*

Antioch College, Columbia, Maryland *Environmental Design, Film*

BS

Dean College, Franklin, Massachusetts *Liberal Arts*



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RECENT EXPERIENCE

SHERWIN HARRIS DESIGN, Mount Vernon, New York *Principal*

PROJECTS:

2010—PRESENT

Casa del Arbol Cantando, Zihuatanejo, Mexico
Interior Designer, Construction + Property Manager

Interior Design, Construction/Project Management, & Property Manager of luxury rental property on the 'Mexican Riviera.' Complete renovation: sourced all materials, worked with local artisans to create a magical vacation environment for optimum rentals. { <http://youtu.be/gWTnzUfS18E> }

Punta Marina, Zihuatanejo, Mexico

Created visual identity for luxury condominium complex, including logo & signage.
Spearheaded Design Committee, for approving all architectural modifications to properties.

2011—12

MORRIS MOVING & STORAGE, Mount Vernon, NY *Office & Warehouse Manager, Design Director*

2006—10

Redesigned and implemented visual identity & print advertising. Created planograms of all inventory in two facilities. Created and maintained (Apple) computer systems, in order to streamline productivity and maximize profits. Managed two warehouses and office operations.



References available upon request.