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| • NYSSA - New York Society | • APLICOR, INC. | • ELITE Mediaworks, NY |
| of Security Analysts, NY | • Newsday, Melville, NY | • Future Call Group, NY |
| • ICP - International Center | • The Speyer Legacy School, NY | • Knapps Cyclery, NJ |
| of Photography, NY | • BFGF Productions, NY | • Premier Supplies, NY |
| • COBUS Industries, LP | • SPERRY FCU, NY | and more... |

**EXPERIENCE**

**AMERICAN MANAGEMENT ASSOCIATION, New York, NY. . . . . . . . . . . . . . . . . . . . . . 2000 - 2016**

**ART DIRECTOR**

Elevated company’s visual identity to a new level. Directed creative efforts for multi-media campaigns and promotions from concept through launch for this world leader in professional development, including direct mail, emails, landing pages, web banners, event and tradeshow displays, and more.

* Managed and mentored a team of graphic designers, artists, and interns; selected and oversaw freelance designers, illustrators and photographers
* Took creative control of AMA’s direct mail products with focus on brand consistency, message delivery, ease of use, and smooth transition of content to online platforms
* Achieved exceptional email campaign response rates that significantly increased registrations, revenue and activity (e.g. Thanksgiving ‘16 email & promo design with 8.01% Unique Open Rate)
* Significantly increased brand awareness and loyalty by taking creative control of company’s flagship –“AMA Training Resource Guide”, a 260-pg biannual HB book that quickly became customers’ favorite keepsake item
* Saved an average of 30% annually on image-related expenses by performing advanced image retouching and manipulation, expanded in-house image libraries manyfold through creative use of existing stock and personal photography skills
* Negotiated plans and managed subscriptions to high-end stock image houses

**WORTH MEDIA, New York, NY . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 1999 - 2000**

**ART DIRECTOR**

Designed and directed all promotional and marketing creative projects in this high-end publishing firm; formulated design concepts for ads, special advertising sections, presentations, media kits, displays, comps, sell sheets, and more.

* Improved workflow and efficiency 30% by streamlining creative and approval processes (e.g. projected three-week schedules shortened by one week)
* Produced engaging story boards and presentations for clients and prospective customers resulting in new prospects acquisition and client retention
* Managed and directed internal creative staff and freelance designers, directed photo shoots and coordinated all production efforts

**NEWSDAY, INC.., Melville, NY . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 1997 - 1999**

**DESIGNER / ILLUSTRATOR**

Full creative control of production of ads, promotional materials, brochures, and collateral pieces for special events, external clients, and all internal departments

* Developed concept for Newsday’s successful cable and network TV commercial, generating unparalleled revenue increase
* Hand-picked to create designs and illustrations for the noteworthy and extremely successful “Long Island: Our Story” media campaign
* Selected to produce a series of custom commemorative artworks for promotional merchandise featured and sold in select stores statewide
* Solely responsible for design, production and budget management of large venue exhibits displays (e.g. Annual AutoExpo Show, Nassau Coliseum, NY), including all collateral materials
* Created cover illustrations, editorial illustrations for Special Sections, and editorial content
* Directed photo shoots; selected and worked closely with renowned press photographers

**EP ART & DESIGN. . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 1995 - PRESENT**

**FREELANCE ARTIST / DESIGNER / CREATIVE CONSULTANT**

Create resolutely positive first impressions that inspire and communicate vision and brand identity through compelling, targeted design. Clients include:

**OBJECTIVE**

To provide effective multichannel creative solutions utilizing my   
talent, extensive experience,   
strong aesthetic intuition, cultural background, resourcefulness, and progressive/innovative thinking.

**SKILLS**

**Adobe Creative Suite CC**

InDesign

Photoshop

(advanced retouching abilities)

Illustrator

QuarkXpress

Acrobat

**PM Software**

QuickBase (eBlu)

Clarizen

**Familiarly with HTML & CSS Understanding of UX/UI design**

**Fine Arts**

Drawing

Painting

Portraiture

Sculpture

**Photography**

**EDUCATION**

**SUNY Farmingdale, NY**

Visual Communications—

Advertising Art and Design

*Summa Cum Laude*

**PARSONS SCHOOL OF DESIGN, NY**

Web Design

**SCHOOL OF VISUAL ARTS, NY**

Fine Arts—Drawing

**NOBLE DESKTOP**

Photoshop for Web and UI   
InDesign

**ACHIEVEMENTS**

**BOLI Best Consumer Advertising**

**Campaign Award**

**NCMAA Best Advertising**

**Campaign Award**

**Bare Bones International Film Festival**

**Best Movie Poster Award**

**BOLI Certificate of Merit**

**Outstanding Academic   
Achievement** **Award**

**Phi Beta Kappa**

art director • designer • artist • Creative Problem Solver

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EUGENE **PUPAK**