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SUMMARY

A Senior Art Director with extensive agency, in-house, studio, and printing company experience in design, layout and production of print media. Varied industries: real estate, corporate communications, technology, healthcare, retail, and pharmaceutical. A detail-oriented, creative team builder whose major strengths include excellent conceptual and design skills; expertise in proofing and press checks; ability to coordinate multiple, concurrent projects delivering quality results on time and within budget; and a proven track record in cost containment.

TECHNICAL SKILLS

Windows & Mac Platforms

QuarkXpress - PageMaker - Illustrator - Freehand - PhotoShop - Acrobat - Word - PowerPoint - InDesign

PROFESSIONAL EXPERIENCE

2003-2008

Sr. Graphic Designer

Patterson-Schwartz Real Estate - Hockessin, DE

- o Produce ads, publications, flyers, web graphics/web ads, logos, tradeshow signage and brochures with-in stringent deadlines for agents and corporate
- o Create original designs and concepts for various departments within the company

1999 - 2002

Art Director & Production Coordinator

Hewlett-Packard (formerly Bluestone Software) - Mt. Laurel, NJ

- o Created, developed, and produced all print projects for Sales, Human Resources, Engineering, Finance, and Marketing Departments for direct mail campaigns, trade shows, special events, and seminars
- o Managed full life cycle print projects including planning, budget preparation, scheduling, vendor selection, creative brainstorming, concept and graphics development, production, multi-media art direction, reporting, and presentation
- o Designed packaging, ads, fact sheets, brochures, and signage for introduction of new middleware products that resulted in new revenue streams
- o Created layouts for displays, kiosks, invitations, premium incentives, and corporate identity that reached diverse audiences
- o Researched, selected, and managed vendors, artists, and production staff ensuring top quality results for each project
- o Consistently exceeded production goals and deadlines delivering projects ahead of schedule and under budget

1994 - 1999

Art Director

GDA Communications, Inc. - Wilmington, DE

- o Created ads, packaging, collateral, and diverse corporate communications for Fortune 500 pharmaceutical companies including Pfizer Animal Health, Lilly, Wyeth-Ayerst, Zeneca, and DuPont Merck
- o Collaborated with account executives and copywriters in creating disease management programs and products, ensuring strict adherence to customer branding specifications
- o Served as creative advisor in promoting brand integration between 4 companies owned by one entity through icons, posters, contests, and surveys
- o Assumed creative control in developing customer specifications for projects in the absence of creative directors

1994

Freelance Graphic Designer

Clients included: Pentech Inc., Faye Rose Designs, S. Walter Packaging, Giresi & Associates, and Chapel Advertising.

1991 - 1994

Graphic Designer

Design Forum Inc. - Pennsauken, NJ Studio

- o Provided graphic design of logos, signage, posters, forms, advertisements, packaging and promotional materials for Cherrydale Farms, Phillips Lighting, Silver Works, Acme, and Downey's Restaurant and Products.
- o Produced final files for print production: catalogs, advertising books, signage, stationery, graphic illustrations, and brochures.
- o Assisted with photo shoots and food styling for client promotional materials.

1990 - 1991 Freelance Graphic Designer

Clients included: Design Forum, Sound Solutions, The Maverick Club, Washington County Fair; and Delaware Valley Suppliers Association.

1988 - 1990 Assistant Art Director

Spencer Gifts, Inc. Pleasantville, NJ In-House Creative Dept

1988 Graphic Artist

RayCraft Printing, Inc. Camden, NJ Printing Company

1986 - 1988 Staff Artist

Angelo Brothers Lighting, Inc. Philadelphia, PA In-House Advertising Dept

EDUCATION

Associate in Visual Communications

Art Institute of Philadelphia

Design Group Member

CONTINUED EDUCATION

DCAD Wilmington, DE Web Fundamentals, Advanced PhotoShop, Flash

PROFESSIONAL AFFILIATIONS

Art Directors Group of Philadelphia Philadelphia Area New Media Association (PANMA)

AWARDS & HONORS

- o Silver Summit Award for Holiday Greeting Card - Pfizer Animal Health
- o Pharmaceutical Global Award Finalist - Primary Care Calendar - Zeneca Pharmaceuticals

CORE SKILLS

- o Brain-storming and conceptualization
- o Photo shoot direction
- o Vendor management
- o Graphic design
- o Photo styling
- o Proofing and press checks
- o Graphic illustration
- o Creative team leadership
- o Recruitment of new personnel
- o Concept presentation and client contact
- o Cost containment
- o Training of new personnel
- o Art direction and project coordination
- o Process improvement
- o Direct mail/mail house understanding
- o Stock/photography/illustration purchasing & negotiating

References Available Upon Request

Please visit www.gordygraphics to see part of my vast portfolio.