



EXPERIENCE

Eclipse Marketing Services

June 2006 - May 2017

Art Director

- Art directed, led, managed, and mentored a team of designers.
- Developed, designed, and executed unique creative solutions in multidisciplinary formats (ie: Print, Direct Marketing, Digital, Web, Social Media, Animation, UX/UI).
- UX & UI lead for DIRECTV Cinema Guide website, E-clips Blog, Agency initiatives, Client initiatives.
- Developed and implemented a full color-management workflow & procedure across creative department.
- Proposed new digital initiatives for company growth.
- Created protocols to meet best practice for workflow & optimization for creative and production department.
- Maintained quality control across departments, client branding guidelines, and creative department procedures.
- Cross-trained designers & production coordinators.
- Designed for brands such as HBO, DIRECTV, Comcast (Xfinity), Univision, Time Warner (Spectrum), Cox, Altice (Optimum), DISH Networks, Century Link.

Harold's Mind (Freelance)

September 2001 - Present

Senior Art Director

Clients: Havas Worldwide/Tonic, Lambda Sigma Upsilon (LSU), BGG Knits, Jewelry by Gaia, Focus Hard Fitness, Xcellas, Catrol Edge, NuLife Entertainment, Hybrid-Reality, and many non-profit organizations.

Developed and designed: Brand Identity & Guidelines, Healthcare/Pharma collateral, Original Artwork/Design Illustrations, Interactive Websites, Web Animations, Print collateral, and Photography.

Eclipse Marketing Services

October 2003 - June 2006

Senior Graphic Designer

- Design lead & key account owner developing direct marketing print collateral for Time Warner, Insight Communications, and Cox Communications.
- Implemented quality control protocols, naming conventions, and best practices across creative department.
- Evaluated, tested, and implemented new creative tools & software.
- Trained the creative & production departments.
- Developed standard assets that facilitated workflow & final output of files. Used across departments and company (ie: PDF settings, Preflight settings, Document templates, Style sheets, Color swatches, Scripts, and Guides).

Eclipse Marketing Services

September 2001 - October 2003

Graphic Designer

- Designed monthly print campaigns for Pay-Per-View bill inserts & postcards.
- Developed direct mail collateral for many branded Cable providers (ie: Comcast, Time Warner, Charter).
- Designed unique print formats: Die-cuts, Pop-ups, Multi-fold, UV/Spot coating.
- Delivered full preflight of print materials for final prepress output.

EDUCATION

Katherine Gibbs College, Montclair, NJ

June 2001

Associates Degree Applied Science in Visual Communications / Graphic Design

AWARDS

Jasper Awards

Winner of "Silver Jasper Award" from JSPRAA. Direct Mail Media for Cox Olympic Mailer.

CableFAX Awards

Winner of "Best of the Web CableFAX Award", for Eclipse website (Part of team).

SKILLS

Adobe Creative Cloud (CC) / Suite

Photoshop

Illustrator

InDesign

Acrobat

Animate / Flash

Dreamweaver

XD (Experience Design)

HTML & CSS

Microsoft Office

Windows / Mac

iOS / Android

Photography

- Art Direction
- Web • Digital • Print • Social Media
- User Experience Design (UX)
- User Interface Design (UI)
- Typography • Color Theory
- Brand Identity • Keyart Design
- Web Animation • Photography