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NOTE: to view on-line portfolio, please contact above email address for access information

OLYMPIA SALES, INC.

Enfield CT

Creative Director 5/99 to present

Responsible for the design and art direction of company's Everyday and Seasonal product lines (approximately 1,500 designs annually), including business-to-business Christmas cards and calendars (Enfield Stationers), retail greeting cards (Fravessi Greetings and Paper Street) and fund-raising social expression products (Olympia Sales), as well as a variety of products specifically designed for private placement. Manage all aspects of development including design planning, art direction, editorial, lettering, color separations and press approvals, utilizing talents of in-house and/or freelance personnel as required. Most notable achievements include:

- Designing, directing and writing/editing 4 consecutive best selling collections for retail division, with each collection out-performing the one before.
- Dramatically reducing average art cost up to 75% by aggressively utilizing royalty-free stock photo CDs, licensing designs from outside resources, and reworking existing designs.
- Developing, design planning, art directing and copy editing a new collection of higher priced, upscale greeting cards called "Just the Right Words" for company's new retail line, "Paper Street." Managing activities of product consultants, freelance/in-house designers and freelance writer in execution of 48 unique designs, in 3 distinct formats, completing entire project in under 3 months.

SANGAMON, INC.

Taylorville IL

Creative Director 1992 to 1993

Senior Creative Director 1993 to 1999

Planned and directed Everyday line (2,500 designs) and Seasonal line (3,000 designs) with final approval of art, layout, editorial, lettering, color separations and press approval. Managed and scheduled activities of freelance art directors, editors, lettering artists, photographers and illustrators in execution of traditional, humorous, juvenile, and alternative designs styles. Most notable achievements include:

- Created and executed 7-10 themed collections annually, including market research, management presentation, art direction, copy editing and point-of-purchase development.

- Worked with both licensing agents and licensors in the concept, development and execution of licensed products, including Tom and Jerry, Betty Crocker, Heritage Collection and Paddington Bear.
- Successfully managed a two-year line expansion of 500 Everyday designs. Located, maintained, and managed the activities of five independent design firms, as well as planned and precosted the entire expansion, bringing the project to completion on time and within budget.

GIBSON GREETINGS, INC.

Cincinnati OH

Senior Art Director, Humorous Everyday and Seasonal Product Lines 1990 to 1992

Senior Art Director, Everyday Product Line 1989 to 1990

Initially planned and directed everyday line of 2,500 designs. Subsequently assigned overall responsibility for the direction and development of company's expanded Humorous and Studio lines, both Seasonal and Everyday, as well as certain alternative product lines. Worked directly with in-house editors in reviewing and approving copy. Art directed and assigned work to 35 in-house and freelance artists. Most notable achievements include:

- Directed the activities of in-house and freelance artists in developing and designing licensed products, including Flavia, Jumpstart and Disney.
- Planned, assigned and directed "A Woman's View", the best selling in-line promotion of alternative designs from 32' display of contemporary greeting cards that increased the sales of studio and alternative cards by 20%.
- Trained inexperienced artists, many new to the workplace, in various humorous, studio, and alternative illustration styles.

CURRENT, INC.

Colorado Springs CO

Creative Development Manager 1986 to 1988

Design Planning Supervisor 1982 to 1986

Senior Illustrator 1981 to 1982

- Planned and supervised design direction for product lines that increased total corporate sales from \$65 million in 1983 to \$130 million in 1987.
- Scheduled, directed and trained department staff of 10 illustrators and freelance staff of 25 illustrators.

- Chaired Art Assignment Committee whose members were responsible for selecting appropriate artists for all new products.

GIBSON GREETINGS, INC.

Cincinnati OH

Associate Art Director 1979 to 1981

- Planned and directed Humorous and Studio lines. Trained new artists in various greeting card styles and illustration techniques.

GEORGE TASSIAN ORGANIZATION

Cincinnati OH

Illustrator/Designer 1978 to 1979

- Generated design concepts, photo indications and finished illustrations for this contemporary advertising/art studio.

LAZARUS DEPARTMENT STORES

Columbus OH

Designer/Layout Artist 1974 to 1977

- Designed layouts and promotional material for high fashion merchandise. Provided humorous illustrations.

EDUCATION

COLUMBUS COLLEGE OF ART AND DESIGN-B.F.A. ADVERTISING

UNIVERSITY OF MISSOURI-ST. LOUIS-CONTINUING EDUCATION PROGRAM

- QuarkXpress: Desktop Publishing Using QuarkXpress, Intermediate Applications of QuarkXpress, Advanced Applications of QuarkXpress
- Adobe Photoshop: Introduction to Adobe Photoshop, Intermediate Applications of Adobe Photoshop, Advanced Applications of Adobe Photoshop

FUTURE MEDIA CONCEPTS

- Adobe Illustrator Complete

Member, COLOR MARKETING GROUP