

PROFESSIONAL EXPERIENCE

Golf Digest Publications, A Condé Nast Publication, NY/CT

July '99 - present

Associate Creative Director — Corporate Creative Services

Responsible for the design, development and execution of design projects including all visual materials related to sales promotion, marketing and sports marketing development. Magazines included Golf Digest, Golf For Women, Golf Digest Index and Golf World.

- Established a consistent visual look for all print/multimedia materials including strong identities for each magazine title.
- Partnered with staff designers/freelancers to develop and maintain quality standards for materials created for the magazines and the materials that represented them. This included all sales tools, presentations, collateral materials, multimedia presentations, travel advertorial sections within each magazine, signage and stationary.
- Directed and created advertorial sections for key clients such as Chrysler, Nike, Tropicana and Lexus among other brands.
- Designed and managed the implementation of the Golf Digest Pro Shop Catalog and website (included web banners and continuous graphic updates to website).
- Created new design for all Golf Digest Publications websites which included Golf Digest, Golf World and Golf For Women (launch date-spring 2005).
- Instrumental in the creation of the Golf Digest MasterCard brand which included direct mail pieces, website design, web banners, magazine ads and reward programs.
- Created new design for intranet website that was used by all Advance Publishing magazine titles some of which included Condé Nast, Parade and Golf Digest Publications.
- Successfully created and launched The Golf Digest Collection, an award-winning library of golf photography, available for golf enthusiasts to purchase framed giclée printed photographs through Golfsmith and GolfdigestShop.com website.
- Oversee the design and production of the 2004-2008 Masters Journals commemorating the Masters tournament at Augusta every April.
- Through the Promotion Directors, established background information regarding each project — its focus, use, audience and production specifics as needed.
- Interacted with clients and vendors on all phases of projects.
- Analyzed and recommended software training for designers and upgrades for equipment in the department.

The Wyant Simboli Group, Inc., Connecticut

May '98 - June '99

Associate Art Director

Created print and multimedia projects, which included but not limited to, annual reports, brochures, corporate identity systems, posters, signage and website design. Worked independently on assigned projects from research and conception to print supervision.

United States Surgical Corporation, Connecticut

August '96 - May '98

Assistant Art Director

Initiated concept through production of print/multimedia projects which included newsletter, brochure, poster, sell sheet, corporate identity systems, signage and company web-site

Central Design, Central CT State University Art Department

September '95 - May '96

Design Student

Responsible for the design of business materials, brochures, catalogs, posters, logos, and a variety of other promotional material

- Responsible for idea and image generation
- Collaboration with designers
- Participation in continuous client contact
- Negotiation in printing contracts

SOFTWARE EXPERIENCE

InDesign, Adobe Photoshop, Adobe Illustrator, Flash, Dreamweaver, GifBuilder, Microsoft Power Point and Microsoft Word

EDUCATION

Bachelor of Arts Degree in Graphic Design/Art
Central Connecticut State University, CT — 1996