

Deborah Defranco

Art Direction
Monmouth Beach
NJ
United States

View the full portfolio at <http://www.thecreativefinder.com/artpulse>

Professional Experience and Curriculum Vitae

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CAREER SUMMARY

Over 15 years as an award-winning, respected and self-driven Art + Creative Director, in both agency and client-side. Extensive experience in communicating business objectives into effective, visually intelligent design from conception through pre-press production. The details of my experience include: brand and identity development, presentations, events, book series, brochures, Website (art+direction), custom publishing, media kit and advertising collateral. I am seeking a full-time position within a friendly company that is committed to its people and to creative distinction.

EXPERIENCE

CREATIVE DIRECTOR

07. 2008 / 05.2009

BSYA (Branding) Holmdel, NJ

Summit International Award Winner 2008 / Created in-house creative department; hardware and software

purchases, created stock and photo library and current trends in printing / delivered vendors with established relationships, talent, and art / designed relaunch of internal brand including website and promotional materials / pitched and won \$200,000 in new accounts and increased revenue by revitalizing existing brands / hands-on, business-driven brand development, production, print purchasing, press-checks, project-management including budgeting and coordinating / multiphase projects include: identity, standards, advertising campaigns, exhibit/event, email, web and brand/marketing collateral across all media

ART DIRECTOR

2005 / 2008

FROMMER'S (John Wiley & Sons) Hoboken, NJ

Created production procedures thus streamlining manufacturing and presentation time; lessen redundant layout reconstruction and reduce errors substantially and increase quality and unity across the Frommer's brand; developed, produced and maintained status report for over 300 products per year; one-offs / hands-on color correction / management of photo editor and off-site production staff

ART DIRECTOR

2000 / 2005

SOURCEMEDIA (Formerly Thomson Financial) New York City, NY

Folio Award Winner 2006 / Designed and deployed new logo design and identity products / contributed to outstanding relationships with internal clients through leadership role in creative

development / assessed and trafficked workflow; trained full-time Assistant Art Directors and freelance staff on procedures and design / provided excellent assessment of both

indistinct and established goals / conceptualized and produced innovative design of identity and brand development structure

and produced innovative design of identity and brand development structure
conceptualization and ad/collateral design; direct mail design; Website and email; custom publishing projects; media and sales kits / increased resources

for department; delivered innovative printing and finishing techniques / high-visibility

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