

RICH ANDERSON // GRAPHIC DESIGNER

112C RICHBELL ROAD, LARCHMONT ACRES WEST, LARCHMONT NY 10538

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assets

- > Expertise in graphic design and branding, reinforced by over 10 years of experience as a graphic designer, art director and creative director.
- > The ability to effectively manage a team of creative professionals and meet deadlines.
- > Strong knowledge of offset, digital, photographic and alternative printing methods, with solid experience working directly with print vendors, photographers and other creative professionals.
- > Extensive experience creating final, print-ready mechanicals.
- > Expertise in Adobe Creative Suite 5, including: Photoshop, Illustrator, InDesign, Dreamweaver and Acrobat; along with experience with HTML and CSS.

education

BFA, GRAPHIC DESIGN, PURCHASE COLLEGE SCHOOL OF ART + DESIGN // Magna Cum Laude (3.85/4.0 GPA)

CERTIFICATE IN WEB DESIGN, ADOBE // Education in HTML, CSS, Adobe Dreamweaver and Flash

INTERMEDIATE WINE CERTIFICATE, WINE & SPIRITS EDUCATION TRUST // Passed "With Distinction"

experience

DIRECTOR, CREATIVE & MARKETING SUPPORT, MICHAEL SKURNIK WINES // SYOSSET, NY // 01.11 - PRESENT

- > Establishing the foundation for a fledgling marketing department through the implementation of new branding and electronic media strategies:
 - » *A focus on utilizing electronic and online media to drive consumer visibility while keeping overhead costs down as compared with traditional print media and POS.*
 - » *In the process of rebranding Michael Skurnik Wines with a more cohesive, professional and attractive graphical image; the first two steps underway are a logo redesign followed by a complete update of the Michael Skurnik Wines website.*
- > Responsible for design and art direction of all wine packaging for Skurnik-owned or partnered brands; from basic concept through completion of final print-ready mechanicals, to overseeing work and production schedules of involved vendors.
- > Design of all point-of-sale materials supporting the brands within the Skurnik portfolio.

SENIOR GRAPHIC DESIGNER / ART DIRECTOR, W.J.DEUTSCH & SONS, LTD. // WHITE PLAINS, NY // 10.05 - 12.10

- > Created and led an in-house graphic design team responsible for saving W.J.Deutsch over \$1.5 million annually while functioning under constantly tight deadlines.
- > Design of wine branding and packaging, national print advertising, point-of-sale and various other promotional materials for a wine and spirits portfolio consisting of such brands as [yellow tail], Georges Duboeuf, HobNob, Landy Cognac and Original Moonshine.
- > Provided art direction to ad agencies in order to ensure maximum quality of deliverables.
- > Designed and web mastered the W.J.Deutsch corporate website; featuring one of the most comprehensive trade materials section in the wine industry, offering a broad range of up-to-date brand assets across the entire wine portfolio.

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experience

PUBLICATIONS MANAGER / ART DIRECTOR, WESTCHESTER ARC // WHITE PLAINS, NY // 07.03 - 10.05

- > Redesigned agency logo and created an entirely new identity program for Westchester Arc, a large New York State non-for-profit dedicated to improving the lives of the developmentally disabled. My designs were chosen by the acting board of directors over those of bidding ad agencies, saving Westchester Arc over \$40,000 in the process. This initiative was taken in support of a major executive overhaul and PR led rebranding campaign.
- > Designed or art directed all advertising, PR materials and publications produced in-house.
- > Volunteered personal time to photograph evening and weekend fundraising events in order to ensure adequate and professional photographic coverage for use in various New York metro area news and lifestyle publications, their website and quarterly agency newsletter.

GRAPHIC DESIGNER, THE BRETON GROUP // PELHAM, NY // 09.01 - 06.03

- > Assisted art director with all stages of the creative process; from developing concepts and designing advertisement campaigns and point-of-sale materials, to detailed production work and the creation of print-ready mechanical files.
- > Coordinated efforts and schedules of creative staff, copywriters, freelance creative talent and vendors in order to ensure deadlines were met.

MANAGER, DIGITAL PRODUCTION DEPARTMENT, SPECTRATONE COLOR LABS // PELHAM, NY // 01.00 - 09.01

- > Responsible for production of all digital media jobs on premises at this high-end digital and photographic studio. Regular clientele consisted of corporations such as IBM and PepsiCo., ad agencies and commercial photographers.

accolades

PRESIDENT'S AWARD, WESTCHESTER ARC

- > Received in recognition of creating Westchester Arc's new logo and identity program. The President's Award is awarded in recognition of an employee whose actions translate directly to a major fiscal savings for Westchester Arc.