



Laura Palumbo

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Portfolio available online: www.LauraPalumbo.com

Software

Adobe Creative Suite
(InDesign, Illustrator, Photoshop,
Acrobat, Dreamweaver, Flash)

Quark XPress

Microsoft Office
(Word, PowerPoint, Excel)

iWork (Pages, Keynote, Numbers)

iMovie HD

iDVD HD

Capabilities

art direction

graphic design

pre-press production

identity & brand development

editorial design

package design

trade show/convention displays

direct mail

digital retouching

simple video editing

basic websites

traditional comp assembly

Awards

2009

Hermes Creative Awards
(Identity Design)

2008

American Graphic Design Awards
(Identity Design)

Communicator Awards
(Identity Design)

2007

Rx Club Award of Excellence

Over 10 years experience as an art director and graphic designer in the fields of advertising, identity and brand development, editorial design, corporate collateral, marketing and promotion.

KICKSTART DESIGN | STATEN ISLAND, NEW YORK | JUNE 1998 – PRESENT

Creative Director (sole proprietor). Provide art direction, graphic design, and pre-press production for corporate and individual clients. Total project creation from initial concept to press. Projects include advertising, marketing, identity and logo development, media kits, educational materials, assorted collateral pieces, editorial design, packaging design, trade show/convention displays.

Clients include Simon & Schuster, Jamieson & Smith Wool, Kirkwood Communications, East Lake Studio Graphics, FutureWomen.org, Guard Dog Brand Development, Casini Design, In The Life Media, Inc., The Barn Man, Inc., CorbettAccel, TBWA, Tobacco Outlet Business, Turn Up The Music Inc., Coldwater Seafood Corporation, General Cigar Company.

Brands include Abbott, AstraZeneca, Novartis, Otsuka, Ochsner Health System, Pfizer, Equal/Merisant, Mikasa/Cardinal, Dannon, iSi North America, IN THE LIFE, FreshTek/Xstatic.

CREATIVE MEDIA | STATEN ISLAND, NEW YORK | NOVEMBER 2004 – MAY 2005

Creative Director. Develop identities and marketing strategies for small and mid-sized businesses. Total project production from initial concept to press. Projects include logo development, direct mail and marketing, media kits, educational materials, annual reports, and editorial design.

CORBETTACCEL HEALTHCARE COMMUNICATIONS | NEW YORK/CHICAGO | JULY – OCTOBER 2004

ACCEL HEALTHCARE | NEW YORK | MARCH – SEPTEMBER 2003

Art Director/Senior Production Artist. As art director supporting the creative department, duties include the creation of multiple collateral pieces for established campaigns, concepts and solutions for new and continuing campaigns. As senior production artist, duties include: establish and manage workflow between New York and Chicago teams; uphold stringent client guidelines on all jobs; mechanicals and pre-press production; file/asset management.

OGILVY HEALTHWORLD | NEW YORK, NEW YORK | APRIL 1994 – MARCH 2002

Art Director; Assistant Studio Manager/Senior Mac Operator. (01/98–03/02) As Art Director, duties include: design and create new business concepts; develop creative for new product launches; redesign existing campaigns. Projects varied over Professional pharmaceutical, Direct-to-Consumer pharmaceutical, and MedEd clients. As Assistant Studio Manager/Senior Mac Operator, duties include: supervise staff of nine operators; train new hires; author training manuals for procedures, new hires, computer applications; create and maintain databases for logos, hi-res art, released jobs, fonts; point person for all cross-platform, web-integrated and multimedia projects; electronic data transfer; pre-press production; review all jobs prior to release to vendors; develop complex die cuts and advertising templates; traditional comp assembly.

Junior Account Executive, Consumer/Foodservice division. (02/96–12/97) Public Relations contact for all FoodComm clients; Organize and execute reimbursement and fulfillment for special promotions; Liaison Foodservice brokers, Foodservice distributors, Retailers; Manage nationwide newsletter (including art direction, copy editing, production, interviewing and hiring freelance writers); Create and maintain database for all clients.

Administrative Assistant to Human Resources Director. (04/94–02/96) Duties include payroll management and distribution, new employee orientation, maintain confidential files and documents, database management.

EDUCATION: BA, ART; MINOR, FILM PRODUCTION; BROOKLYN COLLEGE (CUNY)