

SKILLS

Art Direction/Design

Branding | Logos | Advertising | Digital Marketing | Exhibit/Stage Designs | Event Signage
Interior Displays | Lifestyle & Retail Photography | Motion Graphics Art Direction | Web Design
Story-Boards | Posters | Marketing & Promotions | Direct Mail & Catalogs | Presentations
Brochures | Printed Collateral | Vendors & Press Production | Corporate Identity
DVD's Titles & Packaging | Annual & Research Reports | Sketch & Marker Comps

PROGRAMS

PC & Mac OS X | Adobe Creative Cloud

Illustrator | InDesign | Photoshop | QuarkXpress | Acrobat X Pro | Microsoft Office

HISTORY

Food Marketing Institute

Advocate for the Food Retail Industry
Senior Designer
Crystal City, VA November 2008 – Present

Direction and design for all marketing materials (print and digital) promoting educational programs, food safety programs, research publications, government affairs, membership and the branding of the parent association. Lead designer for our exhibits, staging, signage and displays for various conferences. Involved as art director for our lifestyle photoshoots in capturing the array of shoppers and employees of the supermarket industry.

Community Research Associates, Inc.

Terrorism Prevention and Emergency Response Planning
Senior Designer
Alexandria, VA November 2004 – 2008

Over seen the creation of all graphics for training and corporate marketing materials. Involve in the conceptualizing, designing, final production, in-house meetings and direction for the creative department. Worked with vendors, printers, designers, writers, editors and web-programmers.

Malchow, Schlackman, Hoppey & Cooper

Targeted Political Communications
Senior Designer - Consultant
Washington, DC June 2004 – November 2004

Created direct-mail pieces ranging in styles from bios and accomplishments to comparatives and initiatives. Worked on pieces for campaigns from Congressional to Senatorial, as well as, informative pieces for institutional and non-profit work. Experienced in producing these pieces in various sizes, folds and colors to creating logos and photo retouching. Skilled in the latest version of Adobe Illustrator, Adobe PhotoShop and QuarkXpress.

John Lezcano

Senior Designer

www.knockoutcreative.com | john@knockoutcreative.com

443.678.8436 | Baltimore, MD

Discovery Channel

Media and Entertainment Company
Senior Designer - Consultant
Silver Spring, MD September 2003 - June 2004

As a contingent graphic designer, created on air title opens for domestic shows. Involved from creating storyboards to producing final elements for animation. Use the latest version of Illustrator and Photoshop along with Lotus Notes on PC. Other projects have included DVD menu design, logo design, and photo retouching.

Accentmarketing

National Hispanic Advertising Agency
Art Director / Senior Graphic Designer
Miami, FL 2001 - 2003

Worked as a art director / graphic designer creating ads, direct mail & promotional pieces, as well as, broadcast television spots for clients including Chevy, Dewar's and Navy. Collaborated with creative staff and account services from attending focus groups to brainstorming and conceptualizing. Produced and pitched ideas to clients, as well as, created and managed concepts to final product. Worked with on-staff designers, producers, pre-press/production managers, and off-site artists, editors, photographers, print vendors. Used Photoshop, Illustrator, QuarkXpress, "free-hand" (markers, pencils & paper) in creating comps, storyboards, presentations and final art.

Henninger Media Services

Video Post-Production and Multimedia
Art Director / Graphic Designer
Arlington, VA '96 - 2001

Print Used Photoshop, Illustrator and Quark to create print pieces ranging from 2-color postcards to 4-color die-cut marketing materials. From rough marker-comps to final digital files to printer.

Video Produced 2/D, multi-layered animations ranging from Corporate Marketing pieces to National Broadcast promotions. From creating detailed pencil storyboards to using Illustrator and Photoshop to create graphic elements and then to Art Directing Composite Artist for final animations on platform ranging from AfterEffects to Quantel and Discreet Logic based compositing systems.

Multimedia Use Illustrator and Photoshop in creating DVD's, CD-ROMs and Web-sites for national clients. Involved from concept to final design to be implemented to its' specific media. Logos: Create graphic identities for clients using Adobe programs.

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Federated Inc. Retail Stores Advertising Department

Macys Department Store

Art Director
New York, NY '95 - '96

A&S Department Store

Art Director
Brooklyn, NY '92 - '95

Created ROP's and direct-mail advertisements for retail purposes. Involved in meeting with buyers and conceptual meetings with creative team. Created sketches for layout approval and Art Directed Photographers in capturing the product. Selected final product images and placed them in QuarkXpress documents for final positioning. Worked with separators/printers for any color corrections.

Hanover Direct

"Tapestry" Home Furnishings Catalog
Asst. Art Director
Weehawken, NJ '90 - '92

Assisted Art/Creative Director in creating a quarterly direct-mail catalog for home furnishings retail. Involved in merchandising spread to correspond with each item to sketching layouts for approval and creative process. Assisted in directing photo shoots to selecting the final shot for buyer approval. Then inserted scanned images through Photoshop into Quark files for final separations.

Avanti Press

Retail Direct-mail Catalogs
Layout artist

Drawn retail merchandise ranging from appliances to women's Ready-to-wear for catalog layouts. Involved in creating detailed presentations for Spec jobs ranging from marker-comps to silk-screen overlays with photographic swipes. Computer trained on Mac for layout and production purposes in PageSpeed, AdSpeed and QuarkXpress.

Art Institute of Fort Lauderdale 2-year degree in Advertising Art . Florida '84 - '86

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