



**MATT
WEINBERG**

Graphic
Designer
Art
Director
Digital
Artist



ME. In the Nutshell.

Contact.

Let's Work Together

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- 914-391-4280

I am looking for a position with your firm as an Art Director/Graphic Designer, either full time or freelance. I am currently freelancing for my own clients and other companies/agencies.

Prior to that I was the Creative Director for the TSN Group, a marketing firm with a broad range of clients including Aetna, Novartis, Takeda, Pfizer, GlaxoSmithKline, Sanofi Aventis, and Johnson & Johnson to name a few. I reorganized a two person department into a one person department all while achieving new levels of design, creativity, efficiency, and substantial monetary savings. I was also directly involved in the TSN Group's sales presentations and pitches, which has helped to land many large clients over my tenure there.

I am involved in every facet of the business. I not only manage this fast paced department, but design, develop concepts, create finished comps and follow through on each project until it is complete. I handle all graphic design, budget, preparation and production of computer files for printing as well as retouching if required. I am also experienced with the printing process, supervising press runs and directing photoshoots.

I have also worked in the marketing and advertising/public relation fields. First as an art director for Newmark, Posner & Mitchell, a full service ad agency with 50 million in billing. Then as the senior art director for RSI Marketing, a marketing firm with clients ranging from Johnson & Johnson Consumer Products to Pfizer. My work there not only helped to maintain and service existing clients but to bring in new business as well.

I have extensive computer experience in all the latest programs and I am extremely knowledgeable, fast, and very efficient. I began my career as an artist/designer first, then mastered the Mac. Having had the traditional experience for many years has only added to my ability and production knowledge on the computer.

I consider myself, well-rounded with problem solving, interpersonal and managerial skills. My professional reputation encompasses not only my creative talent but my maturity in taking on responsibility and getting the job done. With the knowledge I have acquired, I know I will be a true asset to your firm.

I look forward to hearing with you. *Please see my resume on the following page.*

Education.

State University College at Buffalo.
Bachelor of Science, Graphic Design.

Various art direction/design courses and credits at both School of Visual Arts and Westchester Community College

Primary Programs.



Clients.

- Aetna • Alba d' Oro • Athletic Republic • Bike NY
- Castle Oil • Century Corp. • City of NY Dept. of Finance
- Easterseals • Fedcap Group • GDC Ginsburg Homes
- Greenwood Cemetery • Grumman • Hartz
- House of Sports • IndustryRules Magazine • Johnson & Johnson • J&J • Merck
- Jones Lang LaSalle Hotels • LaLana (singer/musician)
- Landstar Trucking Services • Leather Apparel Assoc.
- Marcon Real Estate Group • McNeil Pharmaceuticals
- Mergent Financial • NY Historical Society Museum • NY Yankees
- Pfizer • Animal Health • Race for the Cure • Revolution
- Sun & Moon Real Estate Marketing • Takeda



MATT WEINBERG

Graphic Designer

Art Director

Digital Artist

Work Experience.

Freelance Graphic Design May 2012-Present

Working for a variety of agencies and individual clients — Designing everything from logos, branding, event marketing, posters, packaging, presentations, ads, posters, websites, and promotional materials to name a few. Handle all production aspects as well. Some clients include; The Fedcap Group • NY Yankees, NY Historical Society Museum • Easterseals • GDC Ginsburg Homes • IndustryRules magazine • The Eric Carle Museum • Bike NY and others.

TSN Group One Dock Street, Stamford, CT / Nov 2005-May 2012

Creative Director/ Designer — Successfully managed a one person in-house art department. Responsible for the design, development, and production of all art and marketing materials including bi-monthly “wall magazine” posters, seminar kits, newsletters, direct mail, web site designs, retouching, video animations, and all promotional materials. Worked on all sales presentations which help to land many new clients. Handled all the production aspects of the job and interacted with printers, photographers, freelancers, and related graphic arts vendors.

Freelance Graphic Design Aug 2003-Nov 2005

Worked for a variety of agencies including — Strategic Design (NYC), Sun & Moon Marketing (NYC), Harquin Group (New Rochelle, NY), and Creative Media Agency (LI, NY). Worked on financial, consumer, business to business, and real estate accounts to name a few.

RSI Marketing 171 Madison Ave., New York, NY / Aug 1991-2003

Senior Art Director/ Designer — Responsible for development, presentation and production of all art and printed material for such clients as Johnson & Johnson, Pfizer, McNeil Inc. and JJ•Merck. Design and produced consumer and trade promotional pieces, brochures, ads, direct mail, packaging, web site design, logos, business presentations, all in a fast paced environment. Hire/supervise staff and freelance personnel and interact with printers, photographers and retouchers. Contributed to new business and growth of the company.

Renee Sacks Associates 220 E. 42nd St., New York, NY / Aug 1989-July 1991

Senior Art Director/ Studio Manager — Designed and direct the preparation of art and printed materials for print ads, brochures, direct mail and seminar materials. Managed and reorganized four person art department. Involved from concept and design, to mechanicals, production and traffic. Supervise press runs and photoshoots. Execute projects within deadlines and budget.

Skill Sets.

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Microsoft PowerPoint	●●●●●●●●●●
Quark Express	●●●●●●●●●●
WordPress	●●●●●●●●●●
Retouching	●●●●●●●●●●
Illustration	●●●●●●●●●●
Creativity	●●●●●●●●●●
Production	●●●●●●●●●●

References.

Available upon request.

@ View My Portfolio.

<https://mattsportfolio2.yolasite.com>

