

OBJECTIVE:

Seeking an opportunity to join an organization where I can utilize my print and interactive design expertise, as well as my marketing and illustration background to create conceptually, visually and emotionally compelling communication for the customer.

EXPERIENCE

Digitas Health, Philadelphia, PA

Freelance Designer • 2009 – Present

- Collaborate with Art Directors to develop user-centric concepts and design for online and offline channels, while having the ability to add input and value to a project at any stage of development.

Tyler School of Art, Temple University, Elkins Park, PA

Adjunct Professor Department of Graphic Arts and Interactive Design • 2007 – 2009

- Lead students in developing and completing their projects by teaching brainstorming techniques, marketing plans, presentation skills, and encouraging critique participation, while providing art direction that strives to make the work strong conceptually and visually.

Kasuba Design Company, Havertown, PA

Owner, Creative Director, Designer and Illustrator • 2001 – Present

- Conceptualize and design materials such as corporate identity, print and web communications, packaging and illustrations based on a creative brief for clients in a wide variety of industries, such as creative, retail, and pharma/bio.
- Manage and work with teams of print and interactive designers, web developers, copywriters, and printers.

ADHDesign, Havertown, PA • www.adhdesign.com

Partner in an online apparel and accessory company • 2003 – Present

- Design and illustrate product graphics.
- Develop new products.
- Manage shopping cart site and shipping.

Kalan Gifts and Novelties, Lansdowne, PA • www.kalanlp.com

Senior Designer and Illustrator • 2003 – 2005

- Designed and illustrated products, packaging and sales materials.
- Developed new novelty and gift products.
- Researched and presented emerging consumer and design trends to the art and marketing department.
- Trained junior designers.

Hallmark Cards, Kansas City, MO

Designer • 2000 – 2001

- Designed non-card gift products.
- Developed new products with the manufacturing team.
- Worked with a team of copywriters, art directors, marketing, production and manufacturing people.

Kathy Davis Design, North Wales, PA

Design Intern • 1999 – 2000

- Assisted in the design and creation of material for Kathy Davis' illustrations including a book and a style guide.

Vanguard Group, Malvern, PA

Design Intern • 1999 (Summer)

- Assisted the design department in layout of brochures into Spanish language.

Bell Atlantic Directory Graphics, Valley Forge, PA

Ad Designer (part-time) • 1998 – 1999

- Designed Yellow Page Advertisements.

TV Guide, Radnor, PA

Production Artist (part-time) • 1997 – 1999

- Prepared ad stats for scanning department for TV Guide Weekly Magazine.

MBNA America, Newark, DE

Freelance Production Assistant • 1995 – 1996

- Coordinated production of credit card artwork.

Letven, Diccicco, & Battista Advertising, Horsham, PA

Assistant Account Executive • 1994 – 1995

- Managed accounts in a fast paced advertising environment.

Binswanger Real Estate, In-house Advertising Rittenhouse Marketing, Philadelphia, PA

Production Manager • 1993 – 1994

- Managed production of advertising material with graphic designer and organized party events for the company.

Presentation Assistant • 1992 – 1994

- Coordinated sales presentation materials with writers, designers and salespeople to create RFP's.

COMPUTER SOFTWARE PROFICIENCY

CS3 Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Flash, QuarkXpress, Microsoft Office

EDUCATION

- Tyler School of Art, Temple University, BFA Graphic Design, Graduated May 2000
- Temple University Rome, January – May 1998
- Villanova University, BS Business Administration, Marketing, Graduated May 1992

ACCOMPLISHMENTS

- American Illustration 28 • ai-ap.com • 2009
- 1,000 Packaging Designs • Grip • Rockport Publishers • 2007
- American Illustration 26 • ai-ap.com • 2007
- American Illustration 25 • Amilus • 2006
- The Best of Business Card Design 6 • Rockport Publishers • 2006
- Speaker in Lecture Series at Tyler School of Art • 2007
- Top 5 Senior Portfolio • Tyler School of Art • 2000

GALLERY SHOWS

- Nucleus Gallery • ICON6: A Labor of Line • July 2010
- Giant Robot NY • Post-It 5 • June 2010
- F.U.E.L. Gallery • Puppies are Biodegradable • July 2007
- Varnish Fine Art • Anahata Show • April 2007
- F.U.E.L. Gallery • Philly Hearts Design Show • April 2007
- M Modern Gallery • Dionysus Group Show • July 2005