

Phil Laskowski

*Graphic Design*

*Qualifications*

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Extensive experience in marketing, art direction and graphic design. Thorough knowledge of the various aspects involved in the conception, design, production and management of print, video, multimedia and interactive promotions. Proficient in all software programs necessary for design, illustration, and presentation, including: InDesign, Photoshop, QuarkXPress, Acrobat, Dreamweaver and Illustrator. Knowledgeable in HTML and graphic prep for web and multimedia design.

*Attributes*

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- Performed as department manager/creative director/art director/project manager
- Developed compelling creative solutions with high quality executions of ideas
- Expertise in advertising disciplines that support corporate branding and identity
- Supervise in the development and executional stages of creative assignments.
- The ability to foster a sense of teamwork and respect among the creative group
- Proven ability to effectively manage the execution of multiple assignments against tight deadlines and within budgets
- Strong background with in-house, corporate, departments and structure
- Background in corporate/professional services/business-to-business design
- Project director and lead designer for corporate wide internet/intranet redesign
- Supervise and direct photography sessions
- Script writing and video direction
- Have been involved with, at one time or another, practically all aspects of printed communications (ie: literature, premiums, billboards, dimensional direct mail, catalogs, packaging, etc.)
- Integral role in the establishment of a departmental project organization system
- The ability to sketch and create marker comprehensives
- Full understanding of the various forms of the print process
- In-depth sense of typography and layout
- MAC/PC proficient

*Employment*

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**Staff**

Atlantic Mutual Insurance Company  
C. R. Bard, Inc., Bard Urological Division  
The Carlino Group  
*Advertising Services*  
Dow Jones, Business Information Services  
Factiva, a Dow Jones and Reuters Company  
Fedders International  
Koenig and Associates  
*Advertising Services*  
Kopel Creative  
*Advertising Services*  
Verizon

**Part-Time**

duCret School of Art  
*Design Instructor*  
*InDesign/Photoshop/Package Design/Typography*

**Contract**

Amano Cincinnati, Inc.  
Atlantic Mutual Insurance Company  
Aurora Loan Services  
BASF  
Brother International  
Country Inns Publications  
Dow Jones, Business Information Services  
Gillespie Advertising  
Martindale-Hubbell  
Merrill Lynch  
MetLife  
National Starch and Chemical  
Rapp Advertising  
Robert Wood Johnson Foundation  
St. Paul Insurance  
Trane  
York Insurance