

Phil Laskowski

Graphic Design

Qualifications

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 Adobe Creative Suite (InDesign, Photoshop and Illustrator) for design, illustration and presentation. Also familiar with QuarkXPress and Microsoft Office Suite. Knowledgeable in HTML and graphic prep for web, e-mail blasts and multimedia design.

Attributes

- 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 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 work flow
- 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 design 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

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 Air Conditioning
Koenig and Associates
Advertising Services
Kopel Creative
Advertising Services
Verizon Yellow Pages

Part-Time

duCret School of Art
Graphic Design Instructor

Contract

Akrimax Pharmaceuticals
AllRisk Property Recovery
Amano Cincinnati, Inc.
Amneal Pharmaceuticals
Aurora Loan Services
BASF
Brother International
Country Inns Publications
Dow Jones, Business Information Services
Equity Packaging
Fellowship of Performing Arts
Gillespie Advertising
Martindale-Hubbell
Merrill Lynch
MetLife
National Starch and Chemical
Rapp Advertising
Robert Wood Johnson Foundation
St. Paul Insurance
York Insurance