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OBJECTIVE:

Lead a team of talented and creative colleagues to develop stunning, cohesive digital artwork to support brand identities and overall campaign objectives while remaining mindful of time and budgetary constraints.

EXPERIENCE:

Pfizer Inc. Madison, NJ – July 2013 to present
Senior Graphic Designer, Global Franchise Design

- Design packaging and promotional pieces for new product launches, brand refresh projects, line extensions and Rx to OTC switch campaigns.
- Preflight designs from outside agencies and create templates, graphic styles and brand identity guidelines for standardization and consistency of brand equities.
- Render full color digital illustrations, retouch photography, and create fully interactive 3 dimensional models.
- Create mood boards and other stimulus for focus groups, as well as prototypes and mock-ups for PRS and comprehension testing.
- Develop concept artwork incorporating product usage, structure, and label designs.
- Adapt brand identities for international affiliates; maintain brand equities while complying with international regulatory and retail requirements.
- Design bonus packs, co-packs, IRCs and on-pack/in-pack promotions.

Pfizer Inc. Madison, NJ – August 2009 to July 2013
Senior Graphic Artist, Package Design & Development

- Prepared designs for a variety of print methods and substrates using Adobe Creative Suite.
- Managed technical assessments and prepress evaluations of new package designs for consumer labeling including all inner, outer, and display components.
- Developed a turnkey database for tracking my team's production metrics as well as special projects, color standards, and Ink drawdowns.
- Attended press approvals for key brand launches including Centrum Flavor Burst, Nexium OTC, and Limited Edition ChapStick.
- Completed text fit assessments for Drug, Supplement, and Device Facts compliant with FDA labeling guidelines and Pfizer regulatory standards.
- Collaborated with engineering team to develop innovative new structures to enhance brand identities.
- Created scripts for automation of repetitious production tasks.
- Participated in Artwork Creation Process Optimization team during my department's M1 and M4 initiative.
- Designed die lines for co-pack, bonus, and other special promotional structures.

- Reviewed PDF proofs for content with Digital Page comparison software and reviewed color separations with Adobe Acrobat.
- Routed complete print-ready, package artwork for approval by marketing, regulatory, and quality assurance teams.

Recent Awards:

- 2015 Vitamins Production Award
- 2014 Vision Award: Nat Ricciardi Network Excellence Award: Nexium 24H Rx to OTC
- PGX Recognition Mission Award 2013 & 2014
- Individual Performance Awards 2012 & 2013 - Project Cobalt Rx to OTC Switch team: Exceptional performance and leadership
- PGS Mission Award – PDD M4 Artwork Creation Team

Lars & Associates, Hibernia, NJ – 1986 to 2008

Computer Graphics Manager

- Managed a team of designers and graphic artists completing a wide variety of projects and winning several awards for packaging excellence in design and production.
- Coordinated all procurement of printing, including pricing, proof/press approval, packing and distribution; many with extreme cost and time constraints.
- Worked closely with clients from national and international companies including:
 - *B&G Foods, Inc.* • *Bristol-Myers Squibb* • *Tyco* • *Cadbury* • *Wyeth* • *Hershey* • *M&M Mars* • *Warner Lambert* • *Nabisco* • *Schering-Plough* • *Estée Lauder* • *Sunpak*

SOFTWARE:

• Adobe CC 2017 • Strata 3D CX • Esko Studio • SolidWorks • Artios CAD • PDF • Lightwave Comparator • BoxShot • Digital Page • Microsoft Office • FileMaker Pro • MAYA • After Effects

One of 100 artists to Beta test the first version of Adobe Photoshop