

jay paonessa



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Objective

To obtain an art director or design position on a creative team.

Experience

Freelance Art Director/Designer

3/01 - Present

In March of 2001, I established NeuGideon Design, a design and multi-media firm. I have consulted on multi-media and new business projects with my former employer, The Promotion Network, as well as several other local corporations. I have also served as a freelancer for ad agencies and media firms within New York City including Merkley Newman Harty|Partners, TBWA/Chiat/Day and ClearChannel Entertainment.

TPN, The Promotion Network

Freelance Art Director/Designer (Mar 01 - Present)

Senior Art Director (Dec 99 - Mar 01)

Art Director (July 98 - Dec 99)

7/98 - Present

As an Art Director at TPN I designed promotional and direct marketing materials for Philip Morris, Nabisco, and Gatorade. In December of 1999, I was charged with taking over creative direction of the Philip Morris team. As a result of the success of key creative projects for Philip Morris, TPN's role has expanded in the creation of their promotional and direct marketing materials. After relocating to New York City from Dallas, I have served as a freelance art director on design projects, multi-media CD-ROMs, and new business pitches for the firm.

SRJ Marketing

Art Director

1/98 - 7/98

With a diverse client base ranging from high technology to health care, I was responsible for conception and execution of successful print and online media pieces. This work included the art direction and design of web sites, as well as direct mail, trade advertising, and collateral material.

Creative Solutions

Art Director

8/97 - 1/98

As Art Director for Creative Solutions my management of the art department encompassed concept, design, and production of all print materials. My duties also included the art direction of photo shoots necessary for print media including retail catalogs, print advertising and direct marketing brochures.

Education

Bachelor of Fine Arts, The University of Tulsa
School of Visual Arts - Advertising course work

Software

Adobe Photoshop, Adobe Illustrator, Quark Xpress, Microsoft Office, Dreamweaver, Flash