

RICHARD J. EDELMAN

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PROFILE

Art Director with extensive, diversified experience in all facets of art direction and design; a creative, results driven producer adept at developing innovative packaging design, product branding, corporate identity, promotional materials, web design and digital photography coupled with a record of accomplishments, seeks a position that fully capitalizes on my experience, skills, education and ambitions while providing further career growth and advancement as merited.

Expert in:

| | |
|-----------------------|----------------------|
| Adobe Photoshop CS4 | Macromedia Flash MX |
| Adobe Illustrator CS4 | Microsoft Word |
| Adobe InDesign CS4 | Microsoft Excel |
| QuarkXPress 6 | Microsoft Powerpoint |
| Macromedia Freehand | Mac Platform |

EXPERIENCE

HAIER AMERICA, INC., New York, NY

Initially recruited by this major appliance manufacturer (air conditioners, televisions, refrigerators, etc.) as a Graphic Designer to develop a creative department and manage a diversity of creative graphic design projects. Due to consistent superior performance was appointed Art Director for the company.

04/01 to Present

Sr. Art Director - (07/04 – Present)

- Create cohesive product branding and design packaging for a complete line of appliances.
- Manage vendors, translators, 4 designers, photo shoots and all aspects of creative design.
- Work closely with NBA as a licensed partner to come up with design for All-Star Weekend.
- Develop, design and produce print, identity, logo's and packaging designs.
- Built a photo studio for shooting advertisements and product photos for promotional materials.
 - Gained market lead in compact refrigerators, chest freezers and wine cellars in 2005.
 - Boosted small appliance sales 25% in 2005 through new packaging design.
 - Designed packaging that led Haier to number one in room air conditioning sales.

RESULTS:

Graphic Designer - (04/01 – 07/04)

- Created advertising and promotional brochures, billboards, product manuals and posters.
- Developed and designed custom product packaging and point-of-purchase displays.
- Handled numerous special projects including designing exterior light boxes for the newly purchased landmark building where the company is headquartered; promotional advertising displays for the sides of company trucks, and a buyer shuttle.

10/00 to 08/05

FRESH DEVELOPMENT, New York NY

Freelance Graphic Designer

- Developed a referral-only clientele for freelance print design.
- Designed print identity, brochures, banners, etc. to customer specifications.
- Engaged the services of talented freelance designers for large projects.
- Served as Senior Designer (01/03 – 10/03) for layout, corporate identity, advertising and typography selection for Vocal Publishing, a new magazine; managed all creative areas of the publication.

06/00 to 04/01

AD ESSENTIALS, New Paltz, NY

Graphic Designer

- Designed brochures, promotional pieces, labels, tradeshow posters, etc. for this firm.
- Met with customers to develop concepts and script for each piece.
- Prepared mock-up designs for approval by the client prior to project completion.

EDUCATION

State University of New York at New Paltz, New Paltz, NY

BS Graphic Design...Graduated May 2000

PERSONAL

Creative...Excellent Time Management...Organized...Motivated...Hard Working...Focused

PORTFOLIO

www.RichardEdelmanDesign.com