

TONY ZAJKOWSKI ART DIRECTOR

54 WEST 16TH STREET, #3B, NEW YORK, NY 10011

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JAN 2010 — PRESENT

Creative Director | Digital Root, Inc.

Strategically developed creatives at small digital marketing agency specializing in focused rich media campaigns.

CLIENTS INCLUDE: *The Economist*, Black House Development

MAY 2009 — SEPTEMBER 2009

Freelance Art Director | *WIRED Magazine*

Created advertorial pages for Marketing department of weekly national magazine.

DECEMBER 2008 — JANUARY 2009S

Freelance Art Director | *OK! Magazine*

Created advertorial pages for Marketing department of weekly national magazine.

CLIENTS INCLUDE: Olay, Nivea, ABC TV

JUNE 2003 — OCTOBER 2008

Art Director | Porter Novelli, NY

Head of design at a top NYC PR firm. Oversaw all projects regarding print collateral. Maintained a consistent vision of quality for perennial clients. Created visuals, materials and displays for national, high-profile promotional events, product launches, and new business development initiatives. Adhered to tight deadlines and budgets on a daily basis. Cultivated brand and vision through various internal projects. Established project management system. Managed freelance designers.

CLIENTS INCLUDE: Gillette, HP, Timberland, Braun, Absolut V&S, Shire, Wyeth, Polaroid

FEBRUARY 1999 — JUNE 2003

Senior Designer | Porter Novelli, NY

Designed various materials for promotional campaigns, including product launches, new business pitches and live events.

OCTOBER 1993 — FEBRUARY 1999

Graphic Designer | Freelance

Contracted for various short-term assignments at advertising, PR, branding and design firms such as Interbrand, Toth, Seigal & Gale, Balet & Albert, Ahern NY, Ruder Finn, PMcD, and Teleshine. Held positions in art departments at bumble&bumble, Vanity Fair, Avirex, American Express, and The Ford Foundation. Created video graphics for season two of VH1's Pop-Up Video.

SKILLS

Excellent with Photoshop, Illustrator, InDesign, QuarkXPress, Flash, and Dreamweaver. Additional expertise includes developing high-impact advertising and promotional materials for print and online use, creating web animations, and freehand drawing and digital illustrations. Proficient in music creation and recording (Cubase, ProTools, Reason), video editing (Final Cut Pro, After Effects) and video projecting.

RECOGNITION

Co-opted and repurposed a series of national brand names into unique logos for the band Lotion. This promotional, underground design initiative was showcased in the Smithsonian Institute Cooper-Hewitt's "Mixing Messages: Graphic Design in Contemporary Culture," exhibition at the National Design Museum.

Also featured on the cover of AIGA journal.

EDUCATION

Syracuse University, BFA in Advertising Design