

art director / creative lead

graphic design • visual communications • interactive media

- Award-winning designer with an extensive portfolio and record of driving business for diverse industries.
- Passionate about new technologies and creating professional, innovative designs.
- Track record of meeting demanding deadlines, communicating effectively with cross-functional teams, and leading by example.
- Dedicated to finding the most cost-effective and creative solutions for all challenges.
- Known for taking a hands-on approach in directing artists, collaborating with clients, and bringing creative concepts to life.
- Possess network of industry contacts based on strong relationships.

professional experience

Creative Lead — Branding / Interactive Design / Motion Graphics Design

Astute Network, New York, NY | 2009 to Present

Provided comprehensive creative direction, developed high-impact marketing strategies, and seamlessly managed photo shoots. Led high performing design and production teams to improve online user experiences.

Key Clients: Einstein School of Medicine, Institute for Public Health Sciences, Academic Arrangements Abroad.

- Successfully introduced creative and strategic thinking to a production and technology oriented team.
- Increased efficiency and effectiveness of creative procedures by creating a step-by-step system.
- Expanded the Creative Department, partnered with business strategists to re-brand the firm, and streamlined processes.
- Significantly increased bids for strategic, creative, and technical projects by improving the scope and quality of proposals and presentations.

Art Director — Branding / Marketing / Interactive Design / Environmental Design

The Moderns, New York, NY | 2007 to 2009

Directed and motivated multidisciplinary designers. Cultivated a digital design team that included social media strategists. Developed training programs/workshops to help clients adapt to new media and digital platforms. Led comprehensive branding projects, art directed photo shoots, and strengthened vendor relationships.

Key Clients: Shaw Industries, Patcraft Designweave, Nano-Tex, Harter, Ultrafabrics, WorldTV.

- Expanded services, improved branding strategies, and enhanced presentations by introducing a more informed digital approach and web presence; shifted client focus from print to digital media.
- Established a systematic approach to managing project budgets, schedules, and timelines.
- Created award-winning branding and marketing campaigns.
- Won the REBRAND 100 Global Award for rebranding work for Patcraft & Designweave.

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› **Senior Design Consultant** — Branding / Interactive Design

CoreBrand, New York, NY | 2007

Updated the BearingPoint brand identity; developed the new web site, a brand center, and templates for print collateral. Co-authored a 72-page document that clarified guidelines. Evaluated excessive data to create information graphics for client's internal presentations and training programs.

Freelance Art Director — Branding / Packaging Design

One Creative Group, New York, NY | 2006

Created successful pitch for Elizabeth Arden's new cosmetic line.
Cultivated a team of designers and led design processes from concept to production.

Art Director — Branding / Interactive Design / Environmental Design

L. Mazur & Co., New York, NY | 2003 to 2006

Expertly managed branding and environmental design projects through a wide range of print, web, and environmental media.

Key Clients: The Field Museum, Le Parker Meridian Hotels, National Kidney Foundation, Elizabeth Arden

- Expanded creative department to offer digital design services; partnered with company owner and creative directors.
- Produced significant growth by generating comprehensive proposals and pitch books that appealed to bigger clients.
- Developed a system for creating comprehensive style guides and templates for junior designers.

Art Director — Editorial Design / Interactive Design / Packaging Design

National Geographic, Istanbul, Turkey | 1999 to 2001

Represented the company in Washington D.C. at the National Geographic Society headquarters. Presented local productions and led creative meetings.

education

Masters Degree in Communications Design

Pratt Institute, New York, NY

Bachelors Degree (Honors) in Visual Communication Design

Middlesex University, London, UK

competencies

Interactive Design:

Web Design; E-mail Graphics; Wireframe Creation; Information Architecture;
Mapping & Diagramming; Visual design; Icon Design

Artistic Leadership:

Graphic Design; Conceptual Direction; Photo Art Direction; Typography;
Layouts & Compositions; Prototyping; Storyboarding;
Digital Illustration; Flash Animation; Video & Audio Editing

Team Management:

Staff Inspiration & Training; Project Management; Production Oversight; Vendor Relations

Print Materials:

Brochures & Catalogs; Newsletters; Posters & Signs; Stationery; Collateral Materials

Marketing Support:

Interactive Campaigns; Promotional Conceptualization; Direct Mail; Marketing Strategies

Branding Strategies:

Identity Development; Logo Design; Client Service; Content Management;
Presentations; Proposals & Pitch Books

Technical Skills:

Illustrator; Photoshop; InDesign; Flash; AfterEffects (CS4/5); Dreamweaver; Final Cut Pro;
HTML; CSS; Acrobat; PowerPoint; Mac OS

development

Oct 2004 **Future History**, AIGA Design Educators Conference | Chicago
Oct 2003 **Power of Design**, AIGA National Design Conference | Vancouver

