

PROFESSIONAL SUMMARY

I am a creative professional with twelve plus years of experience working in both print and web design. I have managed design teams and am comfortable in a leadership position involving substantial client interaction. I have been involved in all aspects of the design, interactive/web, advertising, marketing and editorial/publishing industries from initial concept to implementation of campaigns, including new and emerging media and trends. I also have extensive on-set photo shoot experience.

CAPABILITIES

- **TECHNOLOGY (PROGRAMS):**
Adobe Creative Suite: Photoshop, Illustrator & InDesign
QuarkXpress
Flash (including ActionScripting)
Dreamweaver
Director
After Effects
basic html & CSS
ImageReady
Fetch & FTP
Microsoft Office (PowerPoint, Word, Excel)
sound editing software
Fireworks
iMovie
Premiere
Acrobat
- **PROFESSIONAL:**
management of staff
management of vendors
management of photo shoots
client presentations
integrated marketing
marketing strategies
digital implementation
project management
website architecture
user interface design
budget allocation
content management
teaching software
performance reviews
- **ARTISTIC**
graphic design
web design
interactive design & animation
branding
traditional & digital photography
pre-press preparation
on-press experience
typography
illustration
film
photo shoots
photo styling

EXPERIENCE

PRUDENTIAL [internal advertising and marketing dept.] (NEWARK, NJ) • www.prudential.com

Digital Design Manager / Art Director (8.08 - present)

- plan and establish digital branch of dept. through development of strategic digital business plan & recommendations of best practices
- integrate print, tv, collateral and web campaigns to ensure consistency and messaging throughout various mediums
- creative direction, web design, flash animation & programming, print design, advertising, marketing strategies, project management

VML [Y&R Brands] (NY, NY) • www.vml.com

Senior Interactive Art Director (5.07 - 7.08)

- collaborate with agency partners (Y&R, Cohn & Wolfe, MECi, NewsAmerica) to create integrated national campaigns across all media venues
- partner with Colgate-Palmolive Global Marketing Director, eBusiness Group and national Brand Managers to plan and implement campaigns
- create buzz and conversion on new product launches (Softsoap Spa Radiant body wash, Softsoap Ensembles, Palmolive eco+, Colgate Wisp, etc)
- redesign Softsoap.com including design, art direction, and flash animation with actionscripting
- integrate social media and viral reach through MySpaceTV, Google, Facebook and other social media opportunities and campaigns
- **clients include:** Colgate, Softsoap, Tom's of Maine, Palmolive, SpeedStick, TeenSpirit

FREELANCE ART DIRECTOR/SR. DESIGNER (9.06 - 5.07)

- **clients/projects:**
 - **Pearson Education / Prentice Hall Publishers, Freelance Sr. Designer/AD:** design & art direct a series of high school literature textbooks
 - **Maxim Magazine, Freelance Marketing Art Director:** design in-book advertorials for clients including Nivea, Tag, etc.
 - **Stuff Magazine, Freelance Promotional Art Director:** design invites, promotional & marketing materials, web banners and in-book advertorials for clients including Puma, Nintendo, Reebok, Orbitz Gum, Axe, FootLocker, Stuff, etc.

BOSTON UNIVERSITY, College of Communication (Boston, MA) • www.bu.edu/com

Assistant Professor (9.04 - 8.06), full-time faculty, department of Mass Communication, Advertising & Public Relations

- Internship Coordinator for Mass Communication and member of the Curriculum Committee
- **courses taught:** Computers In Communication, Designing Interactive Communication, New Media Strategies & Design, Theory & Process of Com

141 WORLDWIDE [now part of Ogilvy & Mather] (NY, NY) • www.ogilvy.com

Senior Art Director (10.03 - 8.04)

- promote new products (Advance) and support existing products (KOOL cigarettes) through print advertising, promotions, and collateral
- launch industry and consumer US presence of Daikin Air Conditioning company through branding, collateral, print ads and web
- managed jr. art directors & freelancers on various projects
- **clients include:** Kool, Advance, Daikin

RENEGADE MARKETING GROUP (NY, NY) • www.renegademarketing.com

Senior Art Director (12.00 - 8.03)

- design and maintain Panasonic.com, and all Panasonic promotional efforts, microsites, partnerships (Nintendo) & digital media
- plan and implement targeted promotional campaigns for clients including IBM DeveloperWorks, Nike (Runner's Club), Bluefly Sweepstakes, etc
- create online gaming (Nautica, Seagram's Coolers) and viral digital initiatives (CitiBank, Hasbro, Panasonic)
- create and support integrated campaigns over various mediums - web, print, events, promotions, collateral, direct mail, etc
- **clients include:** Panasonic, Nike, IBM, Nautica, Nintendo, Hasbro, CitiBank, Bluefly.com, Novartis, Brother, Seagram's Coolers

NEW YORK UNIVERSITY [internal design dept.] (NY, NY) • www.nyu.edu

Senior Designer (9.98 - 12.00)

- art direction, print design, web design, photography, illustration, pre-press prep. for various NYU internal clients (schools, organizations, etc.)
- responsible for coordinating and managing jr. designers

JAMES HOWARD VISUAL COMMUNICATIONS (Lyndhurst, NJ) • www.jameshoward.com

Graphic Designer (6.97 - 7.98) • Intern (1.94 - 6.97)

- **clients include:** VH1, UPS, SMH (Omega Watches), Rosenthal China, Wilke-Rodriguez Fashion, Reeves International (toys)

ADDITIONAL FREELANCE (9.96 - present) • www.melissahorvath.com

- **clients include:** Procter & Gamble, Gillette, Revlon, Starbucks Coffee, BDI Events, NextBoston, etc.

EDUCATION

SCHOOL OF VISUAL ARTS (SVA) (New York, NY)

- Introduction to Information Architecture & Design (10.09)

MACROMEDIA TRAINING AND CERTIFICATION through FUTURE MEDIA CONCEPTS (Boston, MA)

- Flash 8 Master Class ActionScript & Advanced Design (7.06)

BOSTON UNIVERSITY (Boston, MA)

- Studies at the Doctoral level in Sociology. Courses completed: Contemporary Sociological Theory, Sociological Research Methods (5.06)

NEW YORK UNIVERSITY (NY, NY)

- MA – Media Ecology, Communications & Culture (5.03)
- Certificate – Multimedia Content for the World Wide Web
- Certificate – Multimedia Technology

SUFFOLK UNIVERSITY, joint degree program with The New England School of Art & Design (Boston, MA)

- BFA – Graphic Design, Minor – Art History (5.98)

ADDITIONAL EXPERIENCE & ORGANIZATIONS

ART INSTITUTE OF NEW YORK , AINY (NY, NY), www.artinstitutes.edu/newyork/

Advisory Committee Member (7.07 - present) • Helping to develop AAS and BFA programs commensurate with industry standards

CITY UNIVERSITY OF NEW YORK (CUNY), City College (NY, NY), www.cuny.edu

Adjunct Professor (1.04 - 5.04) • courses taught: Ad/PR Production

ESSEX COUNTY COLLEGE (West Caldwell, NJ), www.essex.edu

Adjunct Professor (9.02 - 12.03) • courses taught: Computer Enhanced Layout and Design, Intro to Computer Art

ORGANIZATIONS:

- Media Ecology Association, member since 2003
- Interaction Design Association, member since 2009

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MELISSA  HORVATH 

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