



ACT 1: Happy Cog.

My Career, in Three Acts.

In the previous economy, I was in constant demand, never idle beyond a few weeks.

As an employee in various graphics departments and advertising agencies, and even directing one, I learned the art and psychology of working within a corporate structure.

Freelancing with placement agencies brought me to varying assignments, letting me help cross-pollinate management and tech ideas.

My final assignment of Act 1 was the marketing department of *The Journal News*. For them, it was the dawn of The Web, when their site was under their umbrella. I first learned HTML and CSS here.

A different department dealt with finding new clients, but I enjoyed working with them, finding solutions that met everyone's goals and tastes.

The downward spiral of 2008 wasn't claiming just the Gannett chain, but the whole economy. Throughout Act 1, I reassured myself that in spite of the challenges, at least I wasn't out on my own. But now, I was.

I needed to not only embrace today's Gig Economy, but do so along with people who actively chose it and planned for it. At first I resented them, but I soon realized they were having all the fun!

I now bill myself as *the art department in the non-existent cubicle next to yours* — "you" being that independent marketer or solo business that needs the responsiveness and personal touch of an in-house designer, without the overhead. Someone they can toss a problem to, knowing I'll figure out the best approach and follow-through, keeping them aware through the whole process.



ACT 2: Reluctant Freelancer.



ACT 3: Savvy Serviceman.

- Skills:**
- ▶ Familiarity with every Adobe Creative Cloud app; decades of use of Illustrator, Photoshop, InDesign, etc.
 - ▶ Can design for different imaging technologies, both ink and pixel, understanding the personalities of each: print, web (both raster and vector), video, motion graphics, package design, outdoor, vehicles, billboards.
 - ▶ Not shy with coding. HTML, CSS, some PHP, JavaScript and SVG. WordPress customization. Fonts.
 - ▶ Good with non-computer construction of mockups in paper, cardboard, foam-core and wood.

- Qualities:**
- ▶ A solid grip on reality, while allowing my imagination leeway. Years of experience counting for something.
 - ▶ Ability to balance good design and taste with customer needs and requests. Everybody's happy.
 - ▶ Ability to see the big picture, and keep the work on mission. Minutiae can be quicksand sometimes.
 - ▶ Imagination. Ability to see the road not taken, or the area that needs a road and doesn't have one yet.
 - ▶ Solving problems. Much of design is a puzzle. Some puzzles are difficult, but they're always rewarding.

Experience.

FREELANCE CLIENT: Really Social Strategies.

- ▶ Here is where I honed my approach as virtual art department, available in a moment's notice.
- ▶ WordPress web design, featuring custom CSS, and a working with the Genesis platform.
- ▶ I often posed as a working partner, dealing with his clients for their graphics needs, finding and interacting with suppliers such as printers.

Contact: Christopher Roberts,
christopherroberts@me.com

FREELANCE CLIENT: Bedford 2020.

- ▶ I redesigned their website from the bottom up this past year: bedford2020.org
- ▶ Their on-the-spot designs range from new pages and sections on their site, to email design, to print advertising and signage.

Contact: Midge Iorio,
midge.iorio@bedford2020.org

FREELANCE CLIENT: MS Hope for a Cure.

- ▶ I maintain their site, mshopeforacure.org
- ▶ I handle all the collateral (signage, tickets, program, PowerPoint) for their annual fundraising poker tournament every October (2015 will make my fourth). Arranged for a printer in their area, securing their attentions and a good price.

Contact: E.J. Levy,
ej.levy@mshopeforacure.org

EMPLOYMENT (1/99–11/08): The Journal News.

- ▶ Gannett newspaper that is now lohud.com serving the northern suburbs of NYC.
- ▶ The task of the marketing department was to promote the paper's readership, subscription and advertising, in and out of the paper itself.
- ▶ I found innovative, visually creative ways to do this, on many media including vehicles, outdoor, and video motion graphics.
- ▶ I took a sprawling media kit, honed its focus and condensed price tables to make them more sensible and take up a third of the pages.