

## Judi Liametz

Two Bay Club Drive  
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JL@JLgraphicFX.com  
www.JLgraphicFX.com/portfolio.html

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### Multi-disciplinary expertise

Print collateral  
Multimedia presentations  
Web banners  
Web sites  
HTML emails  
Animations  
RFP and RFI response graphics  
Instructional curriculum graphics  
Branding  
Corporate Identity  
Exhibits

### Proficiencies (Mac and PC)

Adobe InDesign CS4  
Adobe Photoshop CS4  
Adobe Illustrator CS4  
Adobe Flash CS4  
Adobe Dreamweaver CS4  
Adobe Fireworks CS4  
Quark XPress  
Apple Final Cut Pro  
Apple Keynote  
Microsoft PowerPoint  
Microsoft Word  
Microsoft Excel  
Pre-press and printing  
Webmaster  
HTML  
JavaScript  
ActionScript

### Awards

2004 Apple Int'l Keynote Contest

### Education

Fairleigh Dickinson University  
E. Rutherford, NJ  
MBA Marketing studies  
Pratt Institute  
Brooklyn, NY  
Bachelors of Industrial Design  
Industrial Design  
Advertising

### URLs designed

AREW Association of Real Estate Women  
eMarketPlace – Mercer intranet site  
Mercer Take 5  
[www.JLgraphicFX.com/portfolio.html](http://www.JLgraphicFX.com/portfolio.html)  
[www.RSWeingastinc.com](http://www.RSWeingastinc.com)  
[www.ToddPhillipPhotography.com](http://www.ToddPhillipPhotography.com)  
[www.zavidow.com](http://www.zavidow.com)

## Senior Art Director | Creative Services Manager

Hybrid-thinking professional possessing artistic as well as technical skills and extensive hands-on cross-media marketing experience, seeks design management position to deliver superior integrated solutions across print, multimedia and interactive communications.

- Leverages diverse-industry creative prowess and business acumen, while being hands-on, to lead and inspire teams in executing multiple client-focused projects within deadline-sensitive environments to deliver optimum results that achieve user, business and brand goals.
- Elevates staff performance by developing efficiency-yielding operational and procedural systems within start-up or existing departments.
- Award-winning presentation specialist who translates complex, diverse-industry business issues into engaging, persuasive, and effective PowerPoint and Keynote presentations enhanced with captivating effects, Flash animations, video and sound.

### Experience

#### 2006 – Present Independent Consultant, On-site Freelancer

##### ADVERTISING / BEAUTY / MEDIA / PUBLISHING / PROFESSIONAL SERVICES

Created Web sites, banners, animated email communications, multimedia presentations (PowerPoint, Keynote and/or Flash), branding, packaging, POP, event invitations, direct mail and print promotions, brochures, trade show exhibits, and newsletters for companies such as **BBDO Worldwide, CementBloc, Cline Davis & Mann, Concentric 360, DDB Worldwide, Doar Litigation, Dow Jones/Wall Street Journal, Euro RSCG Life, eSlide, Estee Lauder-Aramis, Flashpoint Medica, Fleishman Hillard, FSA Financial Security Assurance, G2, Gotham, Grey, Ketchum, Lancôme, Landor, The Madison Group/Wunderman/Young & Rubicam, Marsteller, mcgarry bown, MediaCom, Mercer, MDea, MindShare, MTV, NBC Universal, Ogilvy Healthworld, Omnicom Media Group, Rapp Collins, TMV Total Media Vision, Turner Entertainment, Universal McCann and Weitz & Luxenberg.**

2000 – 2006

#### Senior Associate

**MERCER** (DIVISION OF MARSH & MCLENNAN COMPANIES) New York, NY

Elevated this Fortune 500 company's image in the marketplace and effectively communicated its competencies and services to contribute to increasing sales of \$1.6 billion in annual revenue by devising engaging, high-profile new business proposals and finalist presentations throughout the U.S.

- Conceived, designed, developed, led the content development team, and served as Webmaster for the Northeast Zone's first intranet site for a centralized business development-related portal.
- Created print, multimedia, and interactive Web proposals, presentations, brochures, sell sheets, event invitations, animated email communications, and other marketing collateral targeted to diverse industries such as: **American Express, Blue Cross Blue Shield, Campbell's, Citigroup, e-Bay, Kodak, MasterCard, The News Corporation, Merck, Marriott, MGM Mirage, Pepsi, Pfizer, Pharmacia, Phillips Van-Heusen, Pitney Bowes, Sony and Xerox.**
- Led the design team to leverage graphics intellectual capital for Mercer's newly-formed proposal support intranet Web site; developed knowledge management system; created branding system; designed and developed national self-service graphic design tools, proposal design elements templates and multimedia Web e-learning courses.
- Created Apple award-winning multimedia presentation at Mercer's global leadership conference.
- Organized international designers' forum fostering company-wide efficiencies by sharing resources, best practices and technologies.
- Designed and developed trade-show exhibits effectively communicating service offerings.

View diversified online portfolio at [www.JLgraphicFX.com/portfolio.html](http://www.JLgraphicFX.com/portfolio.html)



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### Experience continued

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2000

#### **Managing Creative Director**

**C2MEDIA.COM (FORMERLY C2MEDIA)** New York, NY

Reorganized, expanded, and elevated the quality of this national printing company's newly formed creative department to increase revenue and foster client relationships.

- Developed efficiency-enhancing, cost-effective departmental operational and procedural systems.
- Expanded the client base with new business presentations and proposals.
- Recruited, trained, mentored, and led the design team to produce architectural graphics and print graphic communications for industry-diverse clientele such as: **AIG Insurance, Bank of New York, Chase Manhattan Bank, Credit Suisse First Boston, Donna Karan, Galavision, pop-singer Mikala, MTV, NBC, Tiffany, Tommy Hilfiger, U.S. Polo and USA Networks.**

1993 – 1998

#### **Vice President, Graphics & Marketing Communications Director**

**SCR DESIGN ORGANIZATION** New York, NY

Initiated and built the marketing department, which was among the first in New York at that time to deploy customized, industry-focused, in-house produced and printed, on-demand marketing collateral materials, significantly increasing sales for this interior design firm.

- Led the creation of all company marketing and joint venture strategic alliances collateral, broker property promotions and new business pitch presentations and proposals.
- Provided creative direction of diverse-industry marketing collateral and developed a template-based library system for the design of on-demand customized, industry-targeted business development print collateral and multimedia presentations.
- Recruited, trained, mentored, managed and inspired staff, and established standardized, departmental design methodologies to increase efficiency and decrease design time.
- Maintained media relations with major trade magazines.
- Selected and contracted photographers and art directed photo-shoots.
- Organized and managed sales database information systems and prepared proposals.