



### SKILLS

- Mac/PC: Highly adept in Adobe CC — InDesign, Photoshop, Illustrator, Acrobat Pro; QuarkXPress; Microsoft Office; basic knowledge of Dreamweaver
- Progressive career in art direction management at top educational and professional publishers as well as other consumer product brands
- Successful in managing large volume projects and deadlines while maintaining high-level of competitive design to improve and sustain overall profit margins
- Hired/managed staff of 5 employees. Contracted freelance artists for work overflow
- Implements strong typography skills. Intuitive understanding of color theory, and design principles. Extremely capable photo researcher
- Excellent project management capabilities — from concept to production and follow-through with vendors
- Listens attentively to clients and provides guidance for designs that are innovative and expressive of their needs



### EXPERIENCE

#### **Maria Scharf Design • Art Director | Owner** ('02 to Present)

- Founded design firm specializing in meeting the print and web marketing needs of individual clients and independent publishers. Advise in the planning as well as the execution of a total project
- Creating innovative layouts for book covers/text interiors, catalogs, ads, logos, PowerPoint presentations, flyers, media kits, newsletters, magazines, invitations, and trade show graphics. Web experience includes layout/HTML, e-mail blasts, ads, banners and web graphics for social media

#### **Zoni Language Centers, NY, NY • Art Director** (6/16 to 4/17)

- Website layout; digital graphics creation; social media management and photography; posters, brochures, menu design

#### **EB Brands, Elmsford, NY • In-House Freelance Designer**

(4/16 to 6/16 and previously 4/12 to 8/12)

- Demonstrates the ability to quickly assimilate into a company's environment, to learn procedures, and to produce timely work. Specific duties include complex packaging production following branding guides for over 20 product lines

#### **Candid Worldwide, Long Island City, NY • Graphic Designer**

(3/13 to 10/15)

- Graphic design and print production for a wide array of clients. Projects include package design, large format/environmental graphics, vehicle wraps, and creation of on-line storefronts with RedTie Web to Print

#### **McGraw-Hill, NY, NY • Art Director** ('95-'02)

- Facilitated the design, photography, production, and budget of numerous seasonal catalogs. Teamed with marketing and editorial leadership on concept and content, including the best way to present new materials. Accountable for all aspects of project management
- Designed collateral to meet the marketing needs of 4 separate departments including "new generation" retail medical student campaigns for a new hip exam prep series — the campaign received attention in a retail space that is saturated
- Developed successful brands including several book series and corporate identities
- Managed in-house design team—guiding cover layouts, scheduling, trafficking, and press checks (600+ titles annually)

#### **Senior Designer promoted to Associate Art Director**

- Attained career goals by organizing a networked tracking system for book covers in production and training the department in the use of the system
- Established and maintained electronic archives of all books covers published in the division



### CLIENTS

Freelance clients include:  
McGraw-Hill; Oxford University Press; John Wiley and Sons; Demos Medical Publishers; Mid-Hudson Library System; Wendy Tittel Design; EB Brands; Hames Design; National Jeweler Network/The Nielsen Company; LB Graphix; Golden Krust Caribbean Bakery; VKIBC ballet competition; Maid Brigade; Schechtman Orthodontics; Just Travelin' travel agency



### EDUCATION

- State University of New York at Farmingdale, degree in Advertising Art and Design
- Continuing Education: Westchester Community College – web design; New York University – book design; Fashion Institute of Technology – textile design