

DOUG LOFFREDO

Art Direction/Graphic Design

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1155 Warburton Avenue, Apt. 12K, Yonkers, NY 10701

WORK HISTORY

NEW YORK, NY
7/2009-PRESENT

Loeb Enterprises | Art Director

- Branding and design for several web-based startup businesses
- Responsible for layout and art direction of a weekly e-Magazine
- Direct marketing materials including banners, landing pages and HTML emails

RYE BROOK, NY
5/2006-7/2009

Singer Direct, a division of Omnicom Media Group | Lead Designer

- Developed projects from concept to execution for all print and digital media
- Promotional materials for client products, services, and b2b industry opportunities
- Design and development of animated banners, landing pages and email blasts

PORT CHESTER, NY
2/2005-5/2006

Home Town Media Group | Graphic Designer

- Designed print advertisements for local clients
- Created layouts for several weekly and monthly publications
- Extensive use of typography

NEW YORK, NY
9/2005-2/2006

Fuel Outdoor Advertising | Freelance Designer

- Designed sales sheets
- Created mock-ups for future and current projects
- Created Flash presentations for clients

CLIENT LIST

Guthy-Renker, Electronic Arts, BMG Columbia House, Gerber, Tupperware, JCPenney, DC Comics, Frito Lay, WSPA, Lenox

SOFTWARE PROFICIENCY

- Adobe Photoshop, Illustrator, Indesign, Flash, Dreamweaver, After Effects, Premiere Pro, Encore DVD and Acrobat Pro
- Mac OS X and Windows XP/Vista (Including Microsoft Office Suite)
- Knowledge of HTML, CSS, XML, Javascript and Actionscript

EDUCATION

PURCHASE, NY
9/2003-12/2005

School of Art + Design, Purchase College, SUNY

Bachelor of Fine Arts

SAN FRANCISCO, CA
9/2002-5/2003

Academy of Art University

Design classes