

DAVID GROSSMAN
david@dgrossmandesign.com
28 Plainfield Avenue, Metuchen, NJ 08840 • 917-533-8953

SUMMARY

A creative yet grounded **Graphic Designer** adept at creating strong, eye-catching typographical statements and flowing, balanced layouts. Extensive experience in direct-mail advertising, retail promotion and informational brochures. A resourceful problem solver, troubleshooter and dedicated team player with a consistent history of bringing projects to completion before deadline.

Areas of Expertise

- | | | | |
|---------------------------|------------------|--------------------|------------------------|
| • Direct Mail Advertising | • Newsletters | • Photo Retouching | • Packaging |
| • Promotional Posters | • Postcards | • Troubleshooting | • Guidebooks |
| • POP Signage | • Catalog Layout | • Brochures | • Informational Design |

PROFESSIONAL EXPERIENCE

Finlay Fine Jewelry, New York, NY

1999 - 2009

The largest operator of licensed fine jewelry departments in department stores throughout the United States. Finlay operates in 781 locations in U.S. and has surpassed \$1 billion in annual sales.

Senior Graphic Designer (2007 - Present)

Production Technician (1999 - 2007)

Mandated to design, build and quality-control jewelry sale advertisements and promotions and to ensure consistency of brand identity across all advertising and informational vehicles.

- Designed advertisements such as direct mail postcards, catalogs, catalog "blow-ins" and newspaper ROPs to promote jewelry sale events.
- Developed POP displays, packaging & brochures to assist in the sale of jewelry ad-on items such as merchandise protection plans and jewelry-cleaning apparatus & supplies.
- Art-directed photographers to strengthen impact of images and ensure integrity of original layout intentions.
- Devised line-art logos to highlight special values in holiday sales event advertisements.
- Customized advertisements and other print graphics using InDesign or Quark to create different versions for up to twenty department stores.
- Retouched digital images to enhance detail of merchandise and correct color & lighting issues.
- Partnered with Finlay IT department to develop company's internal website by creating and/or refining site's link icons.
- Prepared digital files for release to printer to ensure accuracy of mechanicals and quality of work.
- Maintained and repaired department computers to improve productivity.

FREELANCE CONSULTING

1995 - 1999

Recruited to design or update newsletters, guidebooks, posters, quarterly reports, illustrations, charts & graphs, fiscal reports and to preflight files for press, retouch photos and create screen presentations by the following companies:

Bristol-Meyers Squibb	ILR/Cornell University Press	Prudential Investments	Topps Appliance City
Brogan & Tennyson	Joint Purchasing Corporation	Reed Travel Group	Wedgewood Communications
Chase Manhattan Bank	Lucent Technologies	RGK Associates	
Clinician's Publishing Group	Paine Webber	The Harrington Group	
Grafica	Performance Edge	The Times of Trenton	

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EARLIER CORPORATE EXPERIENCE

New York University, Wagner Graduate School of Public Service, New York, NY 1990 - 1995

An educational institution offering advanced programs leading to the professional degrees of Master of Public Administration, Master of Urban Planning, Master of Science in Management, and Doctor of Philosophy.

Administrative Assistant

Chosen to facilitate work of professors in the Urban Planning department by preparing class and publication materials.

- Prepared materials for publication and materials for class by organizing and designing handouts, creating flow charts and graphs and screen presentations and researching and requesting copyright permissions
- Designed program guide books and flyers
- Supervised work-study students

Carl Fischer Music Publishers, New York, NY

The Power Station Sound Recording Studio, New York, NY

EDUCATION & PROFESSIONAL DEVELOPMENT

Sarah Lawrence College, Bronxville, NY, BA - Music

School of Visual Arts, New York, NY, Courses Taken - Dreamweaver with CSS, Intermediate Flash with ActionScript 3, Basic Graphic Design & Graphic Design Portfolio

TECHNICAL SKILLS

- **Adobe Creative Suite 4:** InDesign, Photoshop, Illustrator, Dreamweaver, Flash (ActionScript 3), Acrobat (Professional & Distiller)
- **Microsoft Office:** Word, PowerPoint, Excel, Outlook
- **QuarkXpress 6.5**
- **Suitcase 10**
- **Fetch**
- **Stuffit**
- **Toast**
- **Mac OS**
- **Windows**