

CAREER BIO

As an experienced Art Director, I have realized success helping companies of various size achieve brand recognition, capture market share and increase sales. My creative aptitude spans multiple disciplines of design and I have worked from both the studio and client sides. Currently, I am the Senior Art Director at *Fortunoff Backyard Store*, a national leader in outdoor furnishings and well known brand, with 29 retail locations.

You can view my website at www.cavcreative.com.

Throughout my career I have been entrusted as a steward for both product and corporate brands. Adept at B2B and B2C marketing, I thrive while driving the creative process from identifying project goals through ideation and execution. I am adept at creating integrated campaigns that meet or exceed business goals, using varying forms of marketing in the digital and print spaces.

As a creative leader of varying size teams, I've hired and directed interns to art directors, mentoring with insight and stressing best practices in concept development, implementation and production. As a creative entrepreneur, I have planned, staffed, organized and equipped creative studios and departments, managing small to large teams. I have also designed, as a team of one.

Producing and directing photo shoots regularly, I am regularly inspired by the creative and collaborative nature of working with photographers. From selecting the photographer, talent and location to managing stylists and crew, the process is always intriguing, whether it be in studio or on location. Additionally, I enjoy and excel at reviewing, hiring and collaborating with illustrators, freelancers and creative agencies.

Educated in New York City at the School of Visual Arts and Parsons School of Design in Graphic Design, I've also benefited from a internship at Photo Lettering, Inc. under the tutelage of Ed Benguiat. Additionally, while in college, I worked at a commercial offset print house gaining expert knowledge in numerous forms of commercial print production, including web and sheet-fed offset, pad, rotogravure, letterpress and silk screen. This experience complements my creative ability, production expertise and computer skills using software tools of the creative trade.

Lastly, I consider myself a versatile, practicing creative who, when not designing or directing, finds endless satisfaction through daily drawing and photography.

I reside with my family in Melville, New York.

EMPLOYMENT

10/12 - Present

SENIOR ART DIRECTOR

Fortunoff Backyard Store, Garden City, NY

- As senior creative leader, manage a staff of 3 for national leader in luxury outdoor furnishings and accessories
- Direct and execute creative concepts across print, interactive, radio and TV
- Manage creative and production for 20+ catalogues per year. 3+MM circulation
- Oversee and produce 20+ promotional email campaigns per year, totalling 100+ emails.
- Direct and produce 15+ photoshoots per year
- Design and create workflow and archiving system for in-store display and merchandising signs
- Provide in-store creative support for 29 US stores

8/01 - 10/12

ART DIRECTOR / GRAPHIC DESIGNER

Jim Cavanagh Graphic Design, Melville, NY

Clients: Fortunoff Backyard Store, Medtronic, Inc., Emtrol Corp., Carver Audio, Recyclebank, Graphic Image, Partsearch Technologies, Numerix Corporation, Misys Corporation, IQ Financial Systems, Mars Corporation, PricewaterhouseCoopers, Samson Technologies, Mark Wood Music, Carlexa International, The Ales Group, Ladybird Books, The Funhouse Discovery Center, Cohn Creative Group

4/09 - 7/10

SENIOR ART DIRECTOR

Graphic Image, Inc., Melville, NY

- Senior creative leader in charge of product development, marketing and ecommerce web site design and marketing for luxury leather goods manufacturer and retailer
- Supported four high-end luxury brands in the leather goods/gift markets
- Managed a staff of three designers, web developers and production artists
- Manage print vendors in US and Asia with annual budget of \$3 million +
- Clients included Brooks Brothers, Tiffany & Co, Bergdorf-Goodman, Henri Bendel, JCrew, HBO, Victoria's Secret, Neiman-Marcus, Holt-Renfrew, Harrods of London, Talbots, Crane & Co. and more
- Planned, executed and art directed weekly photo shoots
- Developed and executed marketing initiatives for POS and in-store signage

4/03 - 9/06

SENIOR ART DIRECTOR

Samson Technologies Corporation, Hauppauge, NY

- As senior creative leader led staff of 7 ADs, designers, production designers and photographers
- Supported 500 consumer electronic packaged goods
- Provided strategic creative support to product development and roll-out
- Budgeted for \$5-6.5MM annually
- Supported In-store creative for 50 Sam Ash stores nationwide

Jim Cavanagh ART DIRECTION/GRAPHIC DESIGN

- 6/00 – 9/01** **CREATIVE DIRECTOR**
MediaOnDemand.com, NYC
- As senior creative leader, oversaw staff of 3 designers
 - Responsible for brand creation and established brand style and guidelines
 - Created presentation in support of national sales staff of 70+
 - Served as key member of client-side team for advertising, PR and design services
- 9/98 – 9/01** **CREATIVE DIRECTOR**
VideoSnap.com, NYC
- Creative lead for internet application start-up. Created studio with staff of 6
 - Created corporate and product brand and style guide
 - Managed all creative for product UI, packaging and marketing
- 7/93 – 9/98** **SENIOR ART DIRECTOR**
Goodman Media Group, New York, NY
- National newsstand magazine publisher
- 9/91 – 6/94** **FREELANCE GRAPHIC DESIGNER**
Pluzynski Associates, New York, NY
Accounts: American Express, AT&T, Avon, Chanel, Coach, Spiegel, Herman's
- Created and implemented design for catalogs and direct mail
- 6/91 – 7/93** **ART DIRECTOR**
Drake Publishing, New York, NY
- National newsstand magazine publisher
- 9/89 – 6/91** **GRAPHIC DESIGNER**
SC Publications, Jericho, NY
Accounts: Roosevelt Field Mall, Trumbull Shopping Plaza
- Created and implemented design for catalogs and direct mail

EDUCATION

- 6/85 – 5/89** **SCHOOL OF VISUAL ARTS, New York, NY**
Major: Graphic Design Minor: Fine Art / Art History
- 1/83 – 5/85** **PARSONS SCHOOL OF DESIGN, New York, NY**
Major: Fine Art Minor: Graphic Design
- 11/88** **INTERNSHIP: PHOTO LETTERING, INC. (PLINC)**
Interned under the tutelage of Ed Benguiat
- 1/83 – 5/89** **STUDENT OF COMMERCIAL PRINTING PROCESSES**
- Worked during college in a commercial offset printing plant
 - Expertise in lithographic prepress, production and finishing
 - Excellent knowledge of various forms of printing including Silkscreen, Letterpress, Pad and Gravure
 - Excellent knowledge of paperstock and substrates

TECHNOLOGY

- MAC OS (since 1989)
- Adobe Creative Suite
- Quark XPress
- XHTML/CSS
- MS Office suite
- Apple production tools