

# James Grasso

Graphic / Art Direction

SUMMARY

A versatile designer / art director with extensive experience in providing market-focused print and web design from concept to completion in deadline-oriented environments.

## Online Portfolio

jamesgrasso.com

## Creative Skills

Print & Web design

Photo supervision

Exhibition design

Image editing

Print production

Packaging design

## Software

Photoshop

Illustrator

Indesign

QuarkXpress

Dreamweaver

Acrobat

Microsoft Office

Basic:

After Effects

HTML, Flash, CSS

## Education

School of Visual Arts, NYC

Pace University, NY

SUNY Purchase, NY

## Work History

### Art Director

10/09 - Present **MSG Varsity Network at Cablevision**

- ▶ Coordinating daily with marketing on print and web design jobs
- ▶ Creating a wide variety of graphical concepts and executions for network shows, promotions and events: newspaper and web campaigns, logos, collateral, posters and online promotions
- ▶ Collaborating with events team to create large format graphics and displays for on site venues: backdrops, banners, flyers, posters
- ▶ Assisting other in-house units with special graphic requests and coordinating with vendors for timely delivery of jobs

### Art Director

6/06 - 6/09 **Dale and Thomas Popcorn, LLC**

- ▶ Designed and teamed with developer on core web sites from concepts to launch. Designed supporting email campaigns, Landing pages
- ▶ Developed a wide variety of print collateral: catalogs, brochures, inserts
- ▶ Created package designs for gift boxes and specialty cartons for retail in Whole Foods Market , Walgreen's and Costco.
- ▶ Designed and produced concession stand at Radio City Music Hall
- ▶ Produced large format artwork for concessions and trade shows

### Graphic Designer

11/04 - 6/06 **Linens 'N Things**

- ▶ Directed photo shoots for bridal registry, direct mail and gift cards
- ▶ Executed layout, design and production for newspaper inserts, advertising and print collateral
- ▶ Retouched and color corrected product shots. Coordinated production jobs with outside print vendors

### Graphic / Web Designer

3/02 - 11/04 **Lillian Vernon Corp.**

- ▶ Created layouts for direct mail catalogs
- ▶ Designed splash pages, banners, asset optimization
- ▶ Retouched and color corrected a variety of product shots

### Graphic / Web Designer

6/01 - 3/02 **Agency & Freelance Clients**

Ferguson 2000, ivillage, Avenue Fashions, Guess watches, Institute of American Indian Arts, Awards.com. imagereborn.org, Myron Manufacturing

### Graphic / Web Designer

1/97- 6/01 **Genesis Direct Inc.**

- ▶ Designed and worked with developer on core brand Sports site
- ▶ Created custom graphics for our 10 catalog brands