

James Grasso

Graphic Design

Versatility with extensive experience providing market-focused creative solutions.

Website

www.jamesgrasso.com

Skills

Print design
Web design
Photo Direction
Exhibition design
Package design
Large format
Photo retouching
Print production
Project management

Software

Photoshop
Illustrator
InDesign
Microsoft Office

Knowledge of:

HTML, CSS, Flash
After Effects

Education

School of Visual Arts, NYC
Pace University, NY

Graphic Designer

7/14 - present **HomeTown Media Group** (Newspaper)

- Page layout and production for 5 Westchester newspapers
- Created new design templates and elements for in-side sections
- Designed ads, retouched photos, generated print-ready pdfs

Art Director

10/09 - 5/14 **MSG Varsity Network at Cablevision** (Sports network)

- Developed concepts for off-air advertising and tune-in promotions for network shows, events and contests via print and online media
- Supported the broadcast team with special requests for on-air graphics, logos and type treatments. Creation of storyboard concepts
- Developed large format graphics and signage for events department

Art Director

6/06 - 6/09 **Dale and Thomas Popcorn, LLC** (Food/beverage)

- Teamed with developer on core web sites from concepts through launch
- Designed a wide range of branded collateral and online advertising
- Developed package designs for gift boxes and specialty cartons to supply retail markets: Whole Foods, Walgreen's and Costco
- Developed large format graphics for concessions and trade shows

Graphic Designer

11/04 - 6/06 **Linens 'N Things** (Home goods)

- Designed direct mail collateral, newspaper advertising, brochures, gift cards
- Art and photo direction for Bridal Registry, direct mail and gift card campaigns
- Managed print production and prepress with outside vendors

Graphic Designer

3/02 - 11/04 **Lillian Vernon Corp.** (Catalog marketing)

- Created layouts for direct mail catalogs and production
- Retouched and color corrected a variety of product photography

Freelance Graphic Artist

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

Ferguson 2000, ivillage, Avenue Fashions, Awards.com, imagereborn.org, Myron Manufacturing, Health Council of NYC

Production Artist

1/97- 6/01 **Genesis Direct Inc.** (Catalog marketing)

- Produced custom graphics and marketing collateral through completion
- Catalog production, Prep files for release. Developed file archiving system