

Jason Petrisko

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Professional Experience

6/2003–Present • **Senior Graphic Designer** • *Vogue Magazine*, New York, NY

Responsible for concept and design of advertorial sections, working in conjunction with sales staff and clients from pitch phase to completion. Perform retouching on digital shots, mark up proofs for color correction on scanned creative. Layout monthly in-book promotional pages (i.e. *Haute Stuff*, Reader Service, BRC cards). Create collateral related to in-book advertorial sections, sales tools, promotions and events including: invitations, event signage, counter cards, sell sheets, advertorial comps, bus posters. Create custom sales presentations. Act as liaison between digital photo studio and promotional art department regarding retouching, re-shoots and pre-press needs. Streamlined routing/approval process by shifting to PDF format. Built PDF library of sell sheets, presentations and marketing data accessible to sales staff. Photo-edit, source and negotiate pricing and licensing of rights-managed photography.

2/2006–5/2006 • **Art Director** • *GQ Magazine*, New York, NY

Responsible for day-to-day operation of the creative services/promotion art department. Work with senior merchandising, sales staff and clients on special advertising sections, in-book promotional pages, event collateral, comps, presentations, e-mail blasts, marketing and promotional pieces from conception to completion. Oversee and prioritize art department art requests, approvals and workflow. Manage design staff, hire freelance graphic artists and full-time staff as necessary. Establish contact with and manage outside creative resources (i.e. photographers, illustrators, video editors, web developers). Track budgets and production schedules. Produce photo shoots for in-book advertorial pages including casting, bookings and locations. Secure photo clearances, locate and purchase rights-managed and stock photography. Source printing, event collateral and promotional products from outside vendors. Coordinate promotional mailings with fulfillment house. Implemented electronic art-request, job-tracking and approval system. Initiated browsable PDF library of sales and promotional materials accessible to entire GQ advertising staff. Migrated art files from local computers to central file server for greater file security and ease of access by all art staff.

10/2004–9/2005 • **Senior Graphic Designer** • *House & Garden Magazine*, New York, NY

Design advertorial sections in association with sales staff and advertisers, from conception to completion. Create collateral related to in-book sections, promotions and events, including: invitations, event signage, counter cards, sell pieces, scrims, billboards, hang tags and window clings. Review and approve final bluelines and color proofs for press. Retouch digital images and mark up proofs for color correction. Layout monthly in-book promotional pages (i.e. *Open House*, *Publisher's Letter*, BRC card). Create custom sales presentations and advertorial comps. Design templates for sales and marketing staff to subsequently create their own proposals and presentations. Implemented web-browsable "image bank" of 1000+ *House & Garden* editorial pages, used by sales and marketing staff when creating presentations and proposals. Hire additional freelance artists as needed. Traffic job requests and approvals. Manage workload amongst staff of 3–5 graphic artists. Responsible for photo-editing, sourcing, licensing and price negotiation of rights-managed photography.

8/2000–6/2003 • **Illustrator** • *Resolve/Bluegrape Merchandising*, New York, NY

Created logo branding and marketing collateral for London records, Atlantic records, Sire records and RCA recording artists including: product logos, ads for trade and consumer magazines, posters, paper and vinyl stickers, apparel, patches, show tickets, ballots, and billboards. Designed merchandising lines for *Spin's 2002 Band of The Year*, The Strokes—including T-shirts, sweatshirts, embroidered belts, bags, hats, and ashtrays. Designed merchandising CD inserts and product catalogs. Created silk-screen separations.

5/1998–8/2000 • **Art Director/Illustrator** • *Content Prose*, Red Bank, NJ

Created instructional and product illustrations for Lucent Technologies industrial telephone division. Created illustrated universal language instructions for Avaya's IP phone division. Designed educational/editorial graphics for print and web, including GIF animation. Designed computer based training user interfaces for website and CD-ROM for Compaq, Dialogic/Intel, Lucent and Pershing. Illustrated maps for Pulsar Graphics series of tourism guides and network diagrams for Ivy Mortgage. Created logo branding and marketing collateral for ADP web hosting division. Designed graphics for Wakefern employee training programs and computer based training interfaces.

6/1996–5/1998 • **Art Director** • *Blackout/Millennium Publishing*, Freehold, NJ

Art Direction of *Hit Sensations* titles and related collateral. Responsibilities included: photo-editing, illustration, color correction, proofing and copy writing as needed. Layout and design of printer spreads, pull-out posters, large format poster books and calendars. Created and implemented scheduling, billing and workflow procedures. Responsible for management of five freelance graphic designers. Created and maintained outside vendor contacts. Sourced and purchased stock photography.

Freelance Experience • 1996–Present

Country Home Magazine • **Graphic Artist**

Responsible for art direction, design, estimating and job trafficking of collateral and signage for *Be Creative New York Festival*, held in Central Park, October 2005. Includes large-format vinyl signage, promotional mailings, posters and handouts, laminated event passes, embroidered sportswear, directories, email blast, etc.

Style.com • **Graphic Artist/New Media**

Design and maintenance of general sales presentation. Shared by Style.com and Men.Style.com.

Rapid Intake • **Illustrator**

Designed User Interface for HP interactive product training CD.

Hovnanian • **Illustrator**

Designed logo and related collateral for Hovnanian's Evenflow™ campaign.

Informaxx • **Illustrator**

Created Avaya Communications telephony product manual illustrations.

Independent recording artists • **Art Director/Illustrator**

CD packaging, marketing collateral packages, posters, postcards, admats, counter cards and billboards, consumer and trade ads, silk-screen and 4/C process stickers, paper and vinyl, illustrated product and corporate logos.

Marc Bouwer • **Digital Photographer/Art Director**

Photographed, produced and art directed spring/summer 2003 look book. Art directed fall/winter 2002 look book.

SIB Mortgage • **Art Director/Illustrator**

Designed user interface for SIBWare websites. Created custom illustration as basis for SIBWare marketing campaign. Designed graphics for corporate intranet.

Vaccaro Guitar Co. • **Art Director**

Created product logos for V2 and Highwayman guitar lines. Designed print ads for consumer and trade publications, catalog, signage and related collateral for all product lines.

Software & Related Skills

InDesign, Illustrator, Photoshop, Acrobat Professional, Acrobat Distiller, QuarkXpress, ImageReady, GoLive, Streamline, Filemaker Pro, Word, Excel, BBEdit, Graphic Converter, Powerpoint, Suitcase, Fetch, Outlook, Entourage, vector and photo-illustration skills, digital and film photography

Education

Bachelors of Arts

Washington & Jefferson College, Washington, PA

Portfolio available upon request.