

# KATE SENISI

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## PROFESSIONAL EXPERIENCE

### Art Director

#### July 2007 - Current Blink Twice (New York, NY)

Art Director for innovative Assistive Technology company. Managed all Art department projects from conception to production. Work included all print and web media. More specifically; brochure, postcard, exhibit booth graphic development, comprehensive 50+ page and user guide books. Developed new, clean and accessible brand and full style guide. Designed and implemented overhaul of existing website from conception to completion.

### Senior Art Director

#### 2005 - 2007 Bayard Advertising (New York, NY)

Senior Art Director for HR/Recruiting Advertising agency. Developed comprehensive brand campaigns from sketch to completion. Also designed individual ads, including print, motion and web components. Extensive work with production and printers as well as with website and e-card development. Developed and produced web sites, TV spots, animations and trade show videos.

### Web Designer / Developer

#### 2004 - 2005 I Stand For (New York, NY)

Web design and development for small scale innovative web design company. Client base included mostly non-profit and political organizations. Experience included full website layout, design and conception as well as information design and organization. Detailed responsibilities included image slicing and resizing as well as preparing all images and files for programmers.

### Graphic Designer

#### 1999 - 2003 Synthesis Architects LLP. (Schenectady, NY)

Edited and prepared architectural proposals and flyers for this mid-sized architectural firm. Also helped develop and maintain brand standards. Categorized, catalogued and scanned architectural images and compiled a full image library. Colored architectural renderings in Photoshop, designed and mounted large-scale presentation boards and prepared files for print.

### Assistant Teacher

#### 2003/2004 Pepsico New Media Summer Camp (Purchase, NY)

Assisted high-school students and teacher in digital video and audio classes. Provided educational help for students during class as well as guidance outside of class. Also provided technical assistance during class to students and teacher.

## EDUCATION

### 2001/ 2004

State University of New York at Purchase College  
Major: New Media, BA (Minor: Visual Arts)  
GPA : 3.5

### 2000/2001

Boston University  
Major: Graphic Design

## PROFICIENCY

**Computer:** Fluent with both MAC and PC platforms. Fluent in HTML and CSS. Some PHP, Java and Flash Action Scripting.

**Software:** Adobe Photoshop CS 3, Illustrator CS 3, InDesign CS 3, After Effects CS 3, Premiere Pro, Quark, Final Cut Pro, Flash CS 3, Dreamweaver CS 3, Pro Tools, Sound Forge, Cinema 4D, Sketch-Up, 3D Studio Max, Vectorworks, Microsoft Office Suite, some CAD drafting skills.

**Abilities:** Passionate about design. Well organized and creative. Computer savvy, both with software and hardware. Able to handle a high volume of work while maintaining quality and attention to detail. Able to multi-task and meet deadlines. Self-motivated but very good at working on a team when necessary. Excellent overall design skills and artistic foundational training.

## VOLUNTEER

### 2007 ASPCA (New York, NY)

Dog & Cat Socialization Volunteer

### 2006 Liberty Science Center (Jersey City, NJ)

Designed six banners for Fund-raising Gala Event

## RECOGNITION

### 2007 Creative Excellence Awards

Corporate Employment Website, 2nd Place  
Intrawest | mymountainjob.com

### 2006 TMCA Compass Awards

Integrated Communications & New Media  
Celadon Trucking Services | driveceladon.com

### 2003 New Media Advanced Standing Award

SUNY College at Purchase, New York  
Portfolio Website

### 2000 Western New York Media Arts Show

Design piece received Judge's Choice Award

### 1998 Photograph published in children's book

For My Family, Love Allie (Albert Whitman & Co.)