

katesenisi

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katesenisi.com

PROFESSIONAL EXPERIENCE

ART DIRECTOR / ATELIER TEN

October 2008-Current (New York, NY)

Environmental engineering and design firm. The majority of my work includes the development and implementation of new brand guidelines and graphic standards as well as a re-brand of all marketing materials. Additionally I develop and execute billable project graphics for architects and other clients including drawings, sections, reports, information graphics and other technical sketches and images. (*In 2009 Atelier Ten won Crain's New York Business Best Place to Work!)

ART DIRECTOR / BLINK TWICE

2007-2008 (New York, NY)

Innovative assistive technology company and producer of speech device. Work included management of all print and web media: brochures, postcards, exhibit booth graphics, comprehensive user guide books and packaging for innovative educational package. Also developed clean and accessible brand and full style guide. Additionally I designed and helped develop overhaul of existing website from concept to implementation.

SENIOR ART DIRECTOR / BAYARD ADVERTISING

2005-2007 (New York, NY)

Human Resources/Recruiting Advertising agency. Developed comprehensive brand campaigns from sketches to completion. Also designed individual ads - including media for print, motion and web. Extensive work with production and printers as well as with micro-site and e-card development. Also developed and directed websites, animations, a TV spot and trade show videos. Helped manage 3-person creative team and assisted creative director.

WEB DESIGNER/DEVELOPER / I STAND FOR

2004-2005 (New York, NY)

Web design and development for small scale web design company. Client base included non-profit and political organizations. Experience here included basic website layout, design and conception as well as some information design and organization.

FREELANCE GRAPHIC DESIGNER / SYNTHESIS ARCHITECTS

1999-2003 (Schenectady, NY)

Mid-sized architectural firm. Started out editing and preparing architectural proposals and flyers, coloring architectural renderings, designing presentation boards and project graphics. Additionally, I categorized, catalogued and scanned architectural images and compiled a full image library.

EDUCATION

2001-2004

B.A. State University of New York at Purchase College
New Media (Minor: Visual Arts)
GPA 3.6

2000-2001

Boston University, Graphic Design

PROFICIENCY

Fluent on both MAC and PC platforms. Fluent in HTML and CSS, some PHP, Java and Flash ActionScript.

LAYOUT SOFTWARE

Adobe InDesign, Photoshop, Illustrator, Dreamweaver (CS4)

MOTION SOFTWARE

Adobe Premiere, Flash, AfterEffects (CS4) + Final Cut Pro

3D SOFTWARE

SketchUp, Rhino, 3D Studio Max, Vectorworks and some CAD

WORK ETHIC

Passionate about design and organization. Creative and intuitive. 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 on several projects and meet deadlines. Self-motivated but integrates well with others. Enjoys collaboration. Excellent overall design skills and artistic foundational training.

VOLUNTEER

2010-CURRENT Animal Haven (New York, NY)

Advanced Dog Walker & Shelter Volunteer

2007-CURRENT ASPCA (New York, NY)

Dog & Cat Socialization Volunteer

2006 Liberty Science Center (Jersey City, NJ)

Designed 6 banners for fundraising gala event

RECOGNITION

2007 Creative Excellence Awards

Corporate Employment Website, 2nd Place - Intrawest

2003 New Media Advanced Standing Award

State University of New York at Purchase College