

Laurie P. Schneider

Art Director / Graphic Designer

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- Strong attention to design and detail
- Proven leadership skills and success collaborating with clients, account executives, management and internal departments
- Ability to deliver artistic excellence under strict deadlines with proven results

Objective

Passionate, creative professional with over 10 years of progressive design experience, seeking to work in an environment that fosters growth, opportunity and challenge while bringing innovative designs to production.

Professional Experience

August 2008-Present

Altro Pharmaceuticals, Melville, NY - Freelance Graphic Designer

- Visualize and design corporate identity for a pharmaceutical wholesale company
- Design and maintain company's website, altropharma.com
- Work with sales representatives, manufacturers and distributors on package design and marketing of products
clients include: CVS, Walgreens and Sam's Club
- Assist in market research and development of products

July 1999-June 2008

Kinray, Inc., Whitestone, NY

Graphic Designer July 1999-February 2003, Art Director February 2003-June 2008

- Conceptualize and design corporate identities, logos, corporate and consumer brochures, catalogs, tradeshow event kits, exhibits, product packaging, merchandising, marketing and presentation materials for a Forbes \$5 billion company
- Collaborate with department heads, account executives and in-house marketing team to abide by strict advertising deadlines and stay within budget
- Partner with manufacturers on product marketing, updating existing artwork for both print and on-line web ordering system through product shots and photo-retouching
- Manage and design the development and production of the private label packaging line from initial dyeline to final product, maintaining conformity and consistency within the line
- Provide ideas and concepts to departments to identify targeted demographics and potential new business through research, seasonal collateral materials, tradeshow exhibits, signage and promotional products
- Supervise and traffic all aspects of advertising projects presented by the in-house marketing team through constructive criticism and proofing
- Work with printers to assure proper color correction, separations and production on press
- Utilize expertise across both Mac and PC platforms

July 1998-February 2003

Joseph Nova Designs, Lindenhurst, NY - Layout Assistant

- Layout and produce textile design for bedroom ensembles
- Implemented design patterns for comforters, quilts, sheets, coordinates and pillow shams via computer and hand painting.

Related Experience

Freelance contract work of catalogs, packaging, website design, wedding invitations, birthday party invitations, baby announcements, restaurant menus, photo manipulation and retouching. Research and comparison of paper stock, promotional products and materials to assure the best quality at the lowest price. Strong verbal and written communication skills.

Education

August 1995-May 1999

State University of New York at Farmingdale

- Bachelor's Degree of Technology in Visual Communications - Dean's List, Phi Theta Kappa Honor Society
- Associate's Degree in Advertising Art & Design - President's List, Dean's List

Technical Skills

Proficient in the Adobe Creative Suite, Adobe Acrobat Professional, Quark XPress and Microsoft Office in addition to continually learning and improving upon Dreamweaver, Flash and Fireworks skills. Ability to troubleshoot hardware and software issues on both Mac and PC platforms.