



gary schlosser

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EXPERIENCE

Senior Digital Designer // **The Channel Company** // Westborough, MA // June 2016 – present
Founder // **GS+A** // Boston, MA // Sept. 2013 – June 2016
Design Director // **Grand Circle Corporation** // Boston, MA // June 2013 - Sept. 2013
Director, Interactive Design // **Grand Circle Corporation** // Boston, MA // March 2012 - Sept. 2013
Marketing Director // **PowerPhone, Inc** // Madison, CT // 2010 – 2012
Creative Director // **DraftFCB NYC (Foote, Cone & Belding)** // New York, NY // 2007–2010
Senior Art Director // **The Lord Group/Spier NYC** // New York, NY // 2004–2007
Senior Art Director // **J. Brown Agency (Grey Global Group)** // Stamford, CT // 2000–2004

BRANDS

Avaya, Anixter, Bank of America, CA Technologies, Citibank, Dual-lite, Donald Pliner, Entex Information Systems, E*Trade, GoECart, Grand Circle Cruise Line, Hampton Inn, Hewlett-Packard Enterprise, HP, Kraft, Liant Software, Merrill Lynch, Minolta, Mom365, OrthoLite, Overseas Adventure Travel, Panasonic, Perdue Pharma, Pharmacia, Praxair, UnitedHealthcare Group, Verizon Wireless, Zurich NA

SKILLS

Creative Direction & Design:

- **Creative problem-solving:** Conceptual thinker that comes up with the big ideas that give brands a voice and the executions that makes them stand out
- **Integration:** Develops fresh and engaging campaigns that extend across broadcast, print, in-store, out-of-home, digital, social, and beyond
- **Versatility:** Concepts and designs for all media channels and devices
- **Communication:** Believes in strong working relationships with clients as well as creative, marketing, production and development teams
- **Presentation:** Actively participates in new business pitches and client meetings
- **UI/UX Design:** Designed and developed websites with an emphasis on user experience and consumer engagement. Including research, analysis, design, development, testing and analysis

Management

- Lead teams of 4 to 16 art directors, designers and production artists; providing creative feedback, annual performance reviews and ongoing career mentorship
- Mentored junior web designers and gave intra-company seminars in best practices for website development, SEO and email campaigns
- Improved quality and workflow efficiencies in a high-volume environment; maximize relationships with outside vendors to help reduce costs

Software

Adobe InDesign CC, Adobe Illustrator CC, Adobe Photoshop CC, Adobe Dreamweaver CC, Adobe Muse CC, AxurePro, Sketch, Adobe Animate CC, Adobe Xd, Marketo, WordPress, Drupal, Instapage, HTML/CSS

EDUCATION

Franklin Pierce University // B.A., Communications // Rindge, NH
Motion Over Time // Interactive Media Courses // New York, NY

REFERENCES

Available upon request