



Cheryl Finbow
art director/graphic designer

cherylfinbow.com
201-873 2109

SUMMARY OF PROFESSIONAL SKILLS

Over 25 years of experience as an art director/graphic designer producing innovative designs, that meet the objective of print and digital projects in a creative, cost-effective, and timely manner.

COMPUTER SKILLS

Highly proficient in latest versions of Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat; QuarkXpress; Microsoft: Word, Powerpoint and Excel; Basecamp.

CREATIVE SKILLS

- Determine objectives; budget, background information, and needs of client, marketing manager or supervisor and translate them creatively into concepts.
- Using logic and intuition to determine alternative approaches and solutions to problems.
- Ability to create or follow existing brand strategy.
- Interpreting site maps and wireframes to create best possible user interfaces.
- Working knowledge of best practices for digital experience and creation of assets for development.
- Create eye-catching concepts, designs and layouts based on the elements and principles of design.
- Excellent organization of information through prioritizing, hierarchy, and emphasis.
- Attention to project specific typography, custom color schemes and unique layouts.
- Extensive knowledge of production for the 4-color printing process including proper use of dielines for packaging.
- Use of master pages, style sheets, tables and keyboard commands for streamlined production.
- Art direction of photo shoots and research stock images and videos.
- Photo retouching and manipulation.

MANAGEMENT SKILLS

- Management of accounts and projects, working within budget and scheduling requirements.
- Coordinating multiple projects through prioritizing, multi-tasking and scheduling the work of others.
- Excell at meeting deadlines through excellent time management skills.
- Obtaining price quotes and providing estimates.
- Delegating work to designers, photographers, illustrators, and printers.
- Team management: hiring, training, mentoring and supervision of staff.
- Liaison between editorial staff, sales, operations, and art department.
- Collaboration with copywriters, marketing managers, freelance designers and photographers.
- Maintaining archive of images, photos, and previous work products.
- Quality control of proofs and press checks.

INTERPERSONAL SKILLS

- Excellent command of the English language including the meaning and spelling of words, rules of composition, and grammar which allows effective communication both verbally and in written form.
- Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Positive, assertive, easy-going, self-motivated, efficient.
- Stays current with industry trends and new technology.



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TYPES OF PROJECTS

Advertisements • Annual Reports • Banner Ads • Book Covers • Brochures • CD/DVD Packaging • Catalogs • Email Blasts • iPad and Mobile Apps • Infographics • Logos • Newsletters • Presentations • Packaging • Product Sheets • Posters • Publishing • Website Design

AGENCIES, CORPORATIONS, STUDIOS AND PUBLICATIONS

ART DIRECTOR AND GRAPHIC DESIGNER
Staff and Freelance*

* **ICC Lowe, Trio, Divisions of FCB** | Parsippany, NJ | 2015
Janssen Pharmaceuticals (Spiriva Respimat, Olysio, Elmiron),
Boehringer Ingelheim, Listerine

* **Haymarket Media** | New York, New York | 2015
Medical Marketing & Media Magazine

* **Ogilvy Commonhealth Worldwide** | Parsippany, NJ | 2014
Janssen Pharmaceuticals

PRI Healthcare Solutions | Montvale, NJ | 2012-2013
Teva Respiratory, Novo Nordisk

North Jersey Media Group | Woodland Park, NJ | 2010-2012
Promotion Department—The Record, 201 Magazine,
The Parent Paper, bergen.com

Advanstar Communications | Montvale, NJ | 2007-2008
Contemporary Pediatrics, Contemporary Kids,
Patient Care Publications

Berkeley College | Paramus, NJ | 2005-2006

* **3-D Communication** | Ridgewood, NJ | 2000-2001
The Valley Hospital

* **Career Press** | Franklin Lakes, NJ | 1998-2002
Business and Mind, Body, Spirit Book Covers

Sigma Group | Oradell, NJ | 1996-1998, 2003
Sharp Electronics, NAPP Technologies

Essex Entertainment | Englewood Cliffs, NJ | 1993-1996
Various Artists

Bauer Publishing | Englewood Cliffs, NJ | 1989-1991
Woman's World Magazine

ADJUNCT LECTURER

Bloomfield College | Graphic Design I & II | 2008-2010

CLIENT LIST

(1998-2015, partial)

ENTERTAINMENT: Rachel Allyn Band, Drew's Famous Party Music

ENTREPRENEURS: IngredientDetective, Your Balanced Self,
Spiritual Mechanic, Skin Therapy, Amy Roth Photo,
Courtney and Co., Karen Yankovitch

EDUCATION: Gerrard Berman Day School,
Public Safety Training Institute

MANUFACTURING: Coast to Coast, Denki Corporation,
50 States Engineering

MEDICAL: Hackensack Hospital, Meridian Health Group,
NJ Top Docs, Liberate Health

PUBLISHING: Red Wheel Reiser, Paulist Press,
Lean Scholar Initiative

REAL ESTATE: Russo Development

RETAIL: Alkazone Antioxidant Water, Party Box, The Avenue,
Skin Therapy, iWear

EDUCATION

William Paterson University

Bachelor of Fine Arts Degree in Design | 1986