



Cheryl Finbow

art director/visual designer

cherylfinbow.com

201-873 2109

Seasoned Art Director/Visual Designer producing innovative designs for print and digital, that exceeds the clients objective, in a creative, cost-effective, and timely manner.

COMPUTER SKILLS

Highly proficient:

Adobe Creative Suite:

- InDesign
- Photoshop
- Illustrator
- Acrobat

Proficient:

- PowerPoint

Familiar:

- Figma
- Sketch
- Wordpress

Project Management:

- Basecamp
- Workfront

EDUCATION

William Paterson University

Wayne, NJ

Bachelor of Fine Arts

Degree in Design

Marie Forleo's b-school

Online Marketing &

Business Course

INDEPENDENT CONSULTANT

Cheryl Finbow Graphic Design | Art Director/Visual Designer

Jan 1998 – Present

Creative

- Exceptional visual storyteller with outstanding oral and written presentation skills.
- Well-rounded designer with an innate ability to solve client briefs.
- Concept through completion of design and production of print and digital marketing.
- Design eye-catching layouts based on the elements and principles of design.
- Efficiently use keyboard commands and other software tools to expedite production.
- Attention to detail without losing sight of the big picture.
- Create or follow existing branding.

Management

- Work within budgets and timelines; excel at meeting or exceeding expectations.
- Coordinate multiple projects by prioritizing, multitasking, and scheduling.
- Oversee a team of graphic designers, illustrators, photographers, and coders remotely.
- Hand-off assets to clients, printers, and digital vendors.
- Maintain and archive images, photos, and files.
- Stay current with industry trends and new technology.

Collateral

Advertisements • Annual Reports • Banner Ads • Book Covers • Brochures • Business Collateral
Catalogs • Email Marketing • iPad and Mobile Apps • Infographics • Logos • Mood Boards
Newsletters • Presentations • Packaging • Product Sheets • Posters • Publishing
Social Media Marketing • Trade show and Live Exhibits • Website

Industries

Advertising and Promotions • Entertainment • Entrepreneurs • Education • Manufacturing
Medical • Music • Pharmaceutical • Publishing • Real Estate • Retail

Businesses (partial)

Hackensack University Medical Center • Valley Health System • Liberate Health • Career Press
Alkzone Antioxidant Water • Public Safety Training Institute • 50 States Engineering

Freelance (partial)

Resource Advantage Group • Berkeley College • Creative Circle • The Creative Group
EFitz Art • Mad Creek Design



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AGENCIES, CORPORATIONS, STUDIOS AND PUBLICATIONS

Mosaic Group, a division of FCBHealth | Art Supervisor

Remote | 2021-2022

Managed Markets/Payor: Abbvie (Humaria, Rinvoq, Skyrizzi; Quilipha including launches of new products and indications)

FCBCURE, a division of Interpublic Group | Senior Art Director

Parsippany, NJ | 2015-2018

Health Care Professionals (HCP) and Medical Education

Vertex Pharmaceutical Inc. (Kalydeco, Orkambi), Janssen Pharmaceutical Inc. (Spiriva Respimat, Olyssio, Elmiron)

- Expertly used Adobe Creative Suite and PowerPoint to create digital and print advertising and marketing.
- Design eye-catching layouts based on the elements and principles of design.
- Determine client objectives from briefs, and translate them into effective design solutions.
- Brainstorming; use of logic and intuition to determine alternative approaches and solutions.
- Collaborate with other teams: creative, copy writers, editorial, account, strategy, UX, developers and integrated producers.
- Create or follow existing Brand Strategy.
- Utilize Workfront for internal routing to prepare documents for Medical and Legal review (MLR).
- Work with user experience (UX) team to interpret sitemaps and wire frames to create user interfaces (UI) for mobile-first responsive solutions.
- Utilize best practices for digital user experience and creation of assets for development.
- Creation of Storyboards for Video.
- Present artwork to internal teams and clients.
- Mentor Junior Art Directors, Production Staff and Developers.

Haymarket Media | Freelance Art Director

New York | 2015

Medical Marketing & Media Magazine

- Concept and design of publication.
- Source, hire and direct Photographers and Illustrators.

Ogilvy Commonhealth Worldwide | Freelance Art Director

Parsippany, NJ | 2014

- Design of iPad App and Email Campaign for Janssen Pharmaceuticals (RA/Diabetes Managed Markets).

PRI Healthcare Solutions | Art Director

Montvale, NJ | 2012-2013

Teva Respiratory, Novo Nordisk.

- Design and layout of collateral for Pharmaceutical Conferences; CME Lunch and Learns.
- Research stock images and videos.

North Jersey Media Group | Promotions Designer

Woodland Park, NJ | 2010-2012

The Record, 201 Magazine, The Parent Paper, bergen.com

- Design of promotional materials to support sales department.

Bloomfield College | Adjunct Lecturer

Graphic Design I & II

Bloomfield, NJ | 2008-2010

- Created syllabus and executed lesson plans for graphic design courses featuring the elements and principles of design.
- Created real-world projects for students to use in their portfolio.
- Conducted critiques and provided constructive feedback.

Advanstar Communications | Art Director

Montvale, NJ | 2007-2008

Contemporary Pediatrics, Contemporary Kids, Patient Care

- Concept and design of publication.
- Art direction of photo shoots and research stock images and videos.
- Photo retouching and manipulation.

Sigma Group | Art Director

Oradell, NJ | 1996-1998, 2003

Sharp Electronics, NAPP Technologies

- Design of B2B collateral.

Essex Entertainment | Art Director/Graphic Designer

Englewood Cliffs, NJ | 1993-1996

CD and DVD Manufacturer/Various Artists

- Started in-house Art Department.
- Specify hardware and software equipment.
- Hire, train, mentor and supervise 5 person department.
- Liaison between editorial staff, sales, operations, and art.
- Design, layout, and production.
- Proof and on-press checks.

Bauer Publishing | Graphic Designer

Englewood Cliffs, NJ | 1989-1991

Woman's World Magazine

- Concept and design of publication.
- Transition from traditional design to computer graphics.