

Frank DeCrescenzo

Senior Designer/Art Director/Consultant

WORK EXPERIENCE:

fdcMedia

Senior Designer/Art Director/Consultant for freelance clients, 2004 - Present

- Design and consulting work for Time Inc. Books and BloomNet
- Design and animation for responsive web sites
- Branding for musical groups (logos, CD covers, T-shirts etc).
- Created lyric videos for musical groups
- Design magazine covers for international music publications

Simon & Schuster

Senior Designer/Art Director/Consultant, 1992 - 2015

- Established brand identity for both offline and online materials
- Conceived and developed online standard and rich media campaigns to coincide with offline promotion
- Collaborated with Marketing and Publicity departments to implement designs for Facebook, Twitter, and other social media campaigns, resulting in strong sales
- Designed and built landing pages, web sites, and ecards augmenting product visibility
- Designed and produced print ads which appeared in all major publications including; *The New York Times*, *USA TODAY*, *New Yorker Magazine*, *The Washington Post*, and *The Wall Street Journal* which increased sales
- Created trade show signage, posters, catalogues, brochures, sellsheets, and packaging which adhered to the offline brand
- Conceptualized, created and produced television spots as well as in-store promotional videos which increased the scale and scope of the international sales campaigns
- Retouched and photo-composited artwork
- Mentored, managed and advised junior design staff

Freelance Clients

Graphic Design and Production, 1986 - 1992

- American Express, Bantam/Doubleday/Dell, Dixon & Parcels, Dow Jones, Franklyn & Speer, Function thru Form Inc., Houghton Mifflin, Lippincott & Margulies Inc., MacMillan/McGraw Hill, Oglivy & Mather, Pfizer Inc, Talo Design Associates, Textart Design, The Wall Street Journal

Staff Positions

Mechanical Artist, 1984 - 1986

- Dickard Widder/Rand Marketing/Primary Packaging, Abraham & Strauss, Prisma Graphics

TOOLS:

- Adobe InDesign, Photoshop, Illustrator, Flash, Dreamweaver, After Effects, Affinity Design, Affinity Photo Strada 3D, Microsoft Word,
- HTML, CSS3
- ProTools, Logic Pro X

SKILLS:

- Visual Design, Graphic Design, Page Layout, UI Design, Responsive Web Design, Animation, Photo Compositing, Retouching, Video Editing, Audio Editing

ACTIVITIES:

- Musician, Singer/Songwriter
- Published works:
Web Publisher's Design Guide by Mary Jo Fahey,
Web Publisher's 3D & Animation Design Guide by Mary Jo Fahey

EDUCATION:

- NY City Technical College
Bachelors Degree: Graphic Arts
- School of Visual Arts
Continuing Education:
Photo Retouching & Image Manipulation,
Interactive Multimedia,
Animation & 3D Design,
Marker Comp Techniques,
Figure Drawing

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