

WORK

WILEY PUBLISHING, HOBOKEN, NJ • 10/99–PRESENT

Creative Director, report to VP of Creative Services in major publishing house, responsible for creative direction and all design aspects of company-wide advertising and promotions, on global scale. Work directly with Senior Management and Marketing team to create messaging that positions the product in the competitive marketplace. Play key role in the evolution, execution, and review of divisional and imprint (product line) branding initiatives.

- Industry pro and solid team leader, design own projects, and take dynamic role in leading creative team including art directors, designers, copywriters, photographers, and production staff. Provide creative solutions from concept to completion for exhibit graphics, brand strategy, online and print advertising and collateral, and logos/identity systems.
- Creative direction and design for look and feel of theme branding, including photo research and type direction of tag lines and logos. Create theme graphics for international trade shows. Responsible for concept, design, production, and installation supervision.
- Administer brainstorming concept sessions and follow through on complete implementation of creative approach, including the art direction and design for multiple layers of approval process, through to the final decision.
- Lead team and mentor design staff providing inspiration, motivation and guidance for solid, strategic design solutions. Steer client (Marketing) presentation meetings.

HARPERCOLLINS PUBLISHERS, NEW YORK CITY • 1996–1999

Art Director, Advertising/Promotions, Creative Services/Trade division. Supervised five designers.

DISKIN DESIGN, NEW YORK CITY • 1992–1996

Freelance Graphic Designer. Clients included Random House, William Morris Agency, Film Society of Lincoln Center, and others. Designed and produced print collateral, logos and identity systems, invitations/event packages, video and CD packaging.

AVENUE MAGAZINE, NEW YORK CITY • 1982–1992

Advertising Production Manager. Directed advertising creative and publication production for upscale magazine.

EDUCATION/PROFESSIONAL

Fluent in Adobe CS3: InDesign, PhotoShop, Illustrator. Working knowledge of Flash and Dreamweaver.

On-going workshops and seminars in Advertising and Marketing strategies, etc.

Courses in Graphic Design, School of Visual Arts, NYC, 1983.

B.A. in Fine Art, Rutgers University, New Brunswick, NJ, May 1979.

Member of the Art Directors Club.

Created web site, ceildiskin.com, to showcase personal artwork that includes digital collages available in various mediums such as murals, wallpaper, and prints on stretched canvas.