



graphic design / illustration / logo design

j a c o b w i s n i e w s k i

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P R O F E S S I O N A L E X P E R I E N C E

1993 to 2006

Thomson Physicians World
150 Meadowland Parkway
Secaucus, NJ

Senior Art Director

Design development for symposia support materials for continuing medical education, in-house advertising and new publications. This includes logo/project identity, programs, brochures, invitations, posters, and advertisements.

Head of computer graphics department. Responsibilities include program and font software maintenance, installation and troubleshooting. Communications with service bureaus and manufacturers. Software training of art department staff. Develop interactive programs and company Internet site.

1990 to 1993

Jakob Braun Graphics

Graphic designer

Freelance graphic designer and illustrator. Partial client list: Blunt, Hann, & Sersen, Becton-Dickinson, Medi-Promo, Garden State Eye Center, PW Communications, Shopper's Digest, The KSF Group. Major projects included logo/product identity, corporate signage, brochures, print advertising, magazine design, illustration and computer graphics.

1979 to 1990

PW Communications, Inc.
400 Plaza Drive
Secaucus, NJ

Senior Art Director

Art director for monthly and quarterly medical and consumer health publications. Journals include: *Primary Cardiology*, *Group Practice Journal*, *Women's Health Watch*, *Myocardium*, *Decision Priorities*. Designed and tested new publications and editorial concepts.

Worked with in-house advertising department in development of print advertisements, brochures, direct-mail campaigns and promotional kits.

1977 to 1979

Adar Communications, Inc.
10 West 42nd Street
New York, NY

Art Director

Art director for *Jewish Living* magazine. Designed feature editorial spreads, the cover, department pages. Art-directed food and fashion photographic shoots. Executed spot illustrations for various departments. Also designed all promotional materials such as advertisements, brochures and direct-mail campaigns.

1975 to 1976

Koren Advertising, Ltd.
64 Melchet Street
Tel Aviv, Israel

Art Director

Designed all newspaper, magazine, transit, billboard, and movie still advertising. I also produced brochures, calendars, package designs, and posters. Clients included: Swissair, Olympic, and Varig airlines; Audi and Austin automobiles; Phillips/Siemens and Metz electronics.

Education

Art Students' League, 1970–1972; The American Art School, 1972–1973;
School of Visual Arts, 1973–1975

Software usage

Programs include: Quark Xpress, Photoshop, Adobe Illustrator, Adobe Acrobat, Microsoft Word, Microsoft PowerPoint, CorelDraw, Microsoft Visual Basic