

## JOE TANTILLO / RESUME

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**SENIOR DIRECTOR-ART DIRECTOR**-Highly qualified creative designer looking to utilize numerous talents, skills, and years of decision-making experience in graphic design. Proven ability to work with a wide range of departments and levels of management, providing creativity, pursuit of new technologies, and management skills to mentor and innovate the marketing and communication resources of your company.

**DESIGN EXPERTISE IN ELECTRONIC & PRINT:** ADOBE SKILL EFFICIENCY IN: Digital Imaging Software Adobe PhotoShop CS4; Adobe Illustrator CS4; Quark Express 6.5; Adobe InDesign CS4 Adobe Flash CS4, Adobe Dreamweaver CS4, Adobe Fireworks CS4, MS PowerPoint, Camtasia Studio, and 3D Animation Programs such as: Carrara 6; Swift 4.5; Swift Express for Flash; Poser 6, CODING LANGUAGES include: HTML, Actionscript, XHTML.

As Director of Visual Communications, I had the responsibility of final review of all print collateral for Quality Assurance, including: proofing project materials, spec sheets, layouts and print-ready designs for accuracy, quality and aesthetic appearance.

My proficiency in Adobe Photoshop is on an expert level and I have taught Photoshop in Adult Education Classes.

**PROFESSIONAL STRENGTHS INCLUDE:** Corporate Branding Manager, Multi-Project & Staff Supervision, Creative Solutions, Versatility & Competency, Cost-Effective Alternatives, Increase Team Productivity, Graphic Design, Photoshop Photo Editing, Print Media Campaigns, Printing & Press Proofing, Graphic User Interface Design, Book Design & Authorship, Creatively Solves Highly Technical Challenges, Multiple Web, Graphics & Business Software, Computer Illustration & Animation, Mac & IBM Platforms, Magazine & Newsletter Design, Relationship Building, Deadline Adherence

**CAREER PERFORMANCE - OVERVIEW RECOGNIZED CREATIVITY.** Award-winning graphic designer, digital photographer, art director, and marketing consultant.

**QUANTIFIABLE SUCCESSFUL CREATIVE DESIGNER.** Designed highly technical GUI (Graphic User Interface) for end-to-end financial process in 2002. The html-based software system reduced the time that financial product took to process from 6 weeks to 3 days and reduced the costs of previous methods by half. I successfully promoted this through client power point presentations, class collateral and the branding I developed, and increased the value of the product and the company, later sold to Bank of America.

**CREATIVE INDUSTRY BUSINESS PROPRIETOR. DESIGNER CLIENTS:** hospitals, HMOs/healthcare facilities, Laerdal Medical, Epicor, United Illuminating Light & Power Company, Armstrong Rubber, Central Hudson Power Company, EM Industries, etc. Developed and designed marketing and advertising vehicles, cover design illustration, website supervised book manufacture, cost estimating, and vendor contact.

### CAREER CHRONOLOGY

ART HISTORICA, Owner, Creative Director, & Principal Designer 2005 - Present

LAERDAL MEDICAL CORP, General Graphic Designer assistant to the Marketing and Art Director (Part Time) 2008 - Present

EPICOR/CRS, Flash Developer and troubleshooter 2008

ERNST & YOUNG, LLP, Contractor Graphic Designer 2007-2008

FREELANCE GRAPHIC SOFTWARE INSTRUCTOR 2005-2007 River Valley Tech Center Photoshop, Digital Photography River Valley Tech Center - Graphic Technologies Department Dreamweaver, Flash, Fireworks, Photoshop

FRAMEWORK INC. (BANK OF AMERICA), Director of Visual Communications 1999-2005

HYPERION SOLUTIONS CORPORATION, Senior Graphic Designer 1998-1999

TANTILLO DESIGN GROUP, Owner, Creative Director, & Principal Designer 1979-1997

SHAWANGUNK PRESS, INC., Co-publisher & Art Director 1994-1997

### EDUCATION

Bachelor's of Fine Arts. Syracuse University, Syracuse NY

## IN-DEPTH ACHIEVEMENTS, REVENUES, GROWTH, OPERATIONS

**ART HISTORICA, Owner, Creative Director, & Principal Designer 2005 - Present** Working as a historical muralist, use my expert Photoshop experience to create large historic giclee montages for community and company displays and for fundraising events. This work is done off-hours, mostly for non-profits.

**LAERDAL MEDICAL CORP, General Graphic Designer - 2008 - Present** The department needed someone who could do it all without instruction or supervision to complete projects and "jump in" whenever necessary when regular staff was overloaded.

**EPICOR/CRS, Flash Developer and troubleshooter 2008** CD demo disc code needed to be fixed, since it was no longer compatible with Adobe Flash reader. I successfully completed my assignment to get future discs to work properly with current Adobe requirements in the time frame given.

**ERNST & YOUNG, LLP, LYNDHURST, NJ 2007 - 2008** CONTRACTOR - GRAPHIC DESIGNER, Department of Information, Communications, Learning & Knowledge, Graphic design facilitator for print, multimedia and web

**FREELANCE GRAPHIC SOFTWARE INSTRUCTOR, SPRINGFIELD, VT 2005 – 2007** RIVER VALLEY TECH CENTER Photoshop, Digital Photography, RIVER VALLEY TECH CENTER - GRAPHIC TECHNOLOGIES DEPARTMENT Dreamweaver, Flash, Fireworks, Photoshop

**FREELANCE MARKETING CONSULTANT, LOVEJOY TOOLS, SPRINGFIELD , VT 2006 – 2007** Developed marketing program and designed media program and collateral to increase sales and redefine brand of long-established manufacturing company. Coordinated their sales and marketing team and implemented system for tracking market response.

**FRAMEWORK INC. (BANK OF AMERICA), TARRYTOWN, NY 1999 - 2005** Director of Visual Communications Framework, leader in its field, developed LendWare web-based financial processing software. I contributed directly to the success and the rapid growth of the company's size and assets. I assisted the product strategy and marketing departments to create the visuals for long and short-term comprehensive marketing plans consistent with corporate branding. I creatively solved highly technical challenges. Framework was acquired by Bank of America in 2003. Art Director and Creative Director as in-house advertising agency (design concepts and vendor supervision), Designed xHTML graphic user interface, dynamic personalized interactive company website and intranet, Created 3D animations training demos, trade media ads, trade-show exhibits, internal communication tools

**HYPERION SOLUTIONS CORPORATION, STAMFORD, CT 1998 - 1999** Senior Graphic Designer/Branding Manager Enterprise software developer, Hyperion Solutions specialized in analytic solutions for Fortune 500 companies worldwide. As Branding Manager I maintained graphic standards and corporate identity guidelines for internal and external communications. Multi-project and staff supervision. Computer illustration and animation

**TANTILLO DESIGN GROUP & SHAWANGUNK PRESS, INC., CT, NY 1979 - 1998** Owner, Creative Director, Principal Designer & Co-publisher, Art Director, Established as Tantillo Design Group in New Haven, CT, and relocated to Wappingers Falls, NY, in 1986. A full-service graphic design studio. Produced/published Bristol Hospital in Bristol, CT community magazine HealthSense for seven years - won numerous regional and national awards. Specialized in advertising design, magazine & book production, marketing consultation; complete project coordination, creative design, full production; advertising/editorial illustration; photo art direction; printing placement and supervision, book designer & producer, 3-D computer illustrator, Website design and implementation, Supervised book manufacture, cost estimating, and vendor contact

## AWARDS

HUDSON VALLEY AREA MARKETING ASSOCIATION 21 gold/silver/bronze eclat awards 1988 - 1994

INTERNATIONAL ASSN. OF BUSINESS COMMUNICATORS CONNECTICUT CHAPTER I Merit Award, I Bronze Quill awards 1990

MARKETING IV /ILLINOIS CHAPTER The Best of the Best Award for Industrial Collateral 1988

HEALTHCARE MARKETING REPORT Merit Award 1991 & 1992

NY STATE DEPT. OF ECONOMIC DEVELOPMENT I Love NY Award of Excellence 1994

SALON TODAY MAGAZINE Top 20 Award 1997

CAPITAL DISTRICT CLUB OF PRINTING HOUSE CRAFTSMEN I Gold Medal, I Best of Show Award 1997

PHOTOGRAPHER'S FORUM 2002-2003 - 22nd & 23rd International Digital Contest, Honorable Mention 2003