

BURT MYERS

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► PROFILE

Accomplished art director with 20+ years experience in both public and private sectors. Areas of expertise include all phases of the design process, from client meetings and presentations to budgeting, design, art and photo direction, web design and development, and video editing. Experienced supervising others, and able to organize and manage a heavy workload. Excellent writing skills and exceptional attention to detail.

► CURRENT POSITION

Art Director, Binghamton University Office of Communications and Marketing, 2/08 to present.

Work extensively and directly with the President's office, Foundation, alumni office, grad school, admissions, athletics, deans of our six colleges, etc.

► PREVIOUS POSITION

Senior Art Director, Riger Advertising, Inc., Binghamton, New York, 10/90 to 2/08.

Worked with a wide range of clients, particularly in healthcare, banking, high-tech and education, on all manner of design, advertising and marketing projects.

► PROFESSIONAL SKILLS

Art Direction

Well versed in buying and directing freelance illustration, photography, design, and web work. Experienced in all aspects of estimating, buying, producing, and directing printing.

Graphic Design

Proficient at catalogs, brochures, annual reports, web projects, trade advertising, direct mail, corporate identity, billboards, and more, for a wide range of clients, both business-to-business and consumer.

Client Relations

Experienced and comfortable working directly with all kinds of clients, both management and marketing personnel, in strategic planning meetings and for presentations of creative work.

Management

Managed Riger's design department, and trained and supervised design interns.

Computer Facility

Have a thorough knowledge of InDesign, Photoshop, Freehand, XPress, Flash, Dreamweaver, Keynote, Office, and OmniUpdate (the University's Website content management system). Have experience writing HTML and CSS. Also, have some recent training and experience with FinalCut Pro X.

► SELECT ACCOMPLISHMENTS

Designed two new magazines — mastheads, fonts, colors, section headers, etc. — for the University, and continue to art direct two issues every year.

Art directed more than 20 annual reports, ranging from 16-page two-color pieces to 64-page six-color perfect-bound books.

Created several comprehensive identity systems, including the corresponding standards manuals.

Designed websites for many of our important clients.

► MAJOR CLIENTS

Binghamton University, IBM Microelectronics, Universal Instruments, Sanofi-Pasteur, Ciba-Geigy Photopolymers, Lockheed Martin, United Health Services Hospitals, Hardinge Inc., CFCU Credit Union, and many others.

► EDUCATION

Rochester Institute of Technology, Rochester, NY. BFA with high honors in Graphic Design, 1987. 3.65 GPA.

► AFFILIATIONS AND AWARDS

Member of University College Designers Association. Won several awards from CASE and SUNYCUAD.

► REFERENCES AND PORTFOLIO available upon request. Samples posted online at www.burtmyers.com.