



Albert Holter
DESIGNER PROFILE



QUALIFICATIONS

Solid success directing and implementing a broad range of revenue-generating design projects, from conception to launch.

Working in conjunction with management team, defined the scope of digital and design projects. A team leader, with the ability to manage and develop a team environment, helping to evolve creative concepts into clear sets of deliverables in a way that balances client requirements with project scope. Experience commissioning specialists such as copywriters, photographers and other art buying methods.

EXPERIENCE



Medco/Express Scripts
2011-2014

Design Consultant

Assess market position and trends, devise advertising strategy, and present to senior management. Create design theme and graphics using adobe CS. Focused on B2B and B2C online and print marketing campaigns.

CheeseSteak Express **2008-2011**

Partner/CCO

Conceived original look and design of in-store graphics, Prepared and developed production of marketing and collateral materials. Responsible for ordering all food assets, hiring and training of staff. Liason to all accounts receivable

Newell Rubbermaid/DYMO **2005-2008**

Freelance Senior Designer

Created original designs and marketing concepts used in brochures, web banners, fliers, and billboards, for consumer and industrial line of label printers. Prepared and developed production of marketing and collateral materials. Developed packaging design, signage, and trade show graphics.

RNCD Advertising **2004-2005**

Freelance Senior Art Director

Responsible for all creative aspects of print, TV and web development. Directed creative from concepts to production for the following accounts University of Pittsburgh Medical Center KX data systems.,Flycell communications. Conceptualized and prepared new business pitches for Patron tequila, UPENN advanced medicine and 1010 data systems

Lyons. Lavey. Nickel & Swift **2003-2004**

Senior. Art Director

Interpreted complex health-related information, translating into accessible designs and content. Emphasized brand continuity across various media of their oncology medical-professional business which resulted in increased sales of 45% Conceptualized and art directed business campaigns for Camptosar. Plus new business pitches for Avelox, Ellence, Aromasin and Camptosar

KNOWN SOFTWARE

Proficient with Adobe CS6. Illustrator, Photoshop, In-Design, Also PowerPoint and Keynote Experience with Quark Xpress. Experience with web site design.



EDUCATION



School of Visual Arts, NYC with Honors

FREEHAND

Marker comps, concept sketches, pen & Ink chalk board renderings



ICONOGRAPHY



Logos, Branding, Apparel Graphic Design



Check me out on...

www.alholterdesign.com

CONTACT INFO



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