

Blair Cerny
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Summary

Award-winning Art Director and Graphic Designer experienced with advertising, print collateral, corporate identity, packaging, and web. Special emphasis on conceptual design. Strong illustration skills. Ability to manage multiple projects and deadlines. Natural leader, with management skills. High attention to detail. Natural communicator with excellent presentation skills. Experienced in both client-side and agency-side environments. Recent experience in textile design in the fashion industry.

Technical Skills

Outstanding skills in Photoshop, Illustrator, and InDesign. Background in QuarkXPress. Strong skills in Dreamweaver, Fireworks, and ImageReady. Experienced with HTML. Strong troubleshooting skills, familiar with cross-browser and cross-platform issues, comfortable with Mac or PC.

Experience

11.07 to present - Graphic Designer, Esurance, SF, CA

Concept and design of landing pages, microsites, and other web elements of integrated campaigns. Attention to "green" design parameters and GLBT/Pride and local sports partnerships. Extensive experience with integrated campaigns such as Warner Brothers Films and Paramount Pictures. Concepting of animation with Flash designer, including partnering throughout execution.

11.06 to 8.07 - Graphics/Textile Designer, Gymboree Corporation, SF, CA

Concept, design, and illustration of boy's clothing graphics for Crazy 8 division. Print show and trend shopping in various national markets -- LA, NYC, etc.. Work closely with production departments and Hong Kong mills to obtain highest quality at the lowest price point. Manage freelancer.

3.04 to 11.06 - Art Director, Publicis-Dialog, SF, CA

Concept and design of a variety of advertising media, including DM, outdoor, print, and web. Art direction of both photo shoots and illustrations. Lead client presenter. Team leadership responsibilities, including managing freelancers. Clients include Sprint/Nextel, Hewlett-Packard, CDW, and Freshpark.

5.02 to 3.04 - Graphic Designer, Gymboree Corporation, SF, CA

Concept, design, and production of POS displays, store signage, packaging, collateral, and internal marketing materials for 4 brands. Attention to national and international legal requirements and marketing trends. Presschecked and approved all personal projects.

8.99 to 5.02 - Independent Contractor

Esprit, SF, CA - Textile Production Artist

FusionDM, SF, CA - Studio Artist

McKenzie & Associates, Inc., SF, CA - Graphic Designer/Illustrator

Kosaka Design, SF, CA - Illustrator

Additional Qualifications

*5.02 to 1.03 [evenings] - Instructor, Center for Electronic Art, SF, CA
Scanning and Color Correction, Fireworks MX.*

*5.08 to 6.08 [evenings] - Substitute Instructor, Academy of Art University, SF, CA
Advertising*

Awards and Accomplishments

2007 - Regional Silver Addy - Sprint/Nextel "Stone Tablet" DM, Publicis-Dialog.

2007 - Regional Silver Addy - Sprint/Nextel "Flags" DM, Publicis-Dialog.

2006 - Sprint/Nextel "I am the Hotspot" campaign - 1.45% response rate. (on a 0.2% client average.)

2005 - Local Silver and National Silver Addy - Sprint "Rockstar" DM, Publicis-Dialog.

2004 - Local Silver Addy - HP "Flower" DM, Publicis-Dialog.

2003 - Graphis Illustration Annual - Scheid Winery logo, Kosaka Design.