

Maurice Kessler

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SUMMARY OF QUALIFICATIONS

Award-winning graphic designer with extensive experience creating branded visual design and illustration for marketing communications, print and Web advertising, book and magazine publishing, instruction and education, and online media. Typography-driven aesthetic, aptitude for translating complex concepts into clear visual design, and solid production/pre-press skills.

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer ■ 1994 – present

- Designed print and Web collateral and graphics, including posters, brochures, catalogs, flyers, promotions, trade show displays, newsletters, custom banner graphics, lesson plans, point-of-sale subscription cards, and identity for a variety of audiences and age groups.
- Layout and image retouching for display advertising, showroom graphics, and catalogs for campaigns including Dodge/Chrysler/Jeep showroom displays and Dewar's outdoor marketing.
- Developed corporate-branded franchise property bibles for Coca-Cola's Happiness Factory, Hasbro's Transformers, and Valiant Entertainment for transmedia marketing campaigns.
- Built IA and visual design for New York City jazz ensemble and elder law firm Web sites, customized for the unique needs of each client's content and audiences; redesigned home page for education support services company.
- Designed and produced print and Web promotional materials, periodicals, coffee-table books, hardcovers, trade paperbacks, and textbooks for boutique and independent publishers.
- Provided pre-press support for clients and communicated with print vendors to prevent potential problems. Prepared detailed vendor instructions for print-ready output, large-format, and short-run four-color printing.

Graphic Designer Kaplan K12 Learning Services, New York, NY ■ January 2003 – February 2010

- Designed and directed production of flagship K-12 educational print products and campaigns with a focus on age-appropriate usability and consistency via clean, pedagogically-driven information design. Deliverables included product identity, iconographic navigation, classroom textbooks, kit packaging, flash cards, professional development manuals, custom curriculum teacher guides, assessment tests, banner ads, and RFP presentations.
- Built brand- and product-specific marketing collateral, including Web graphics, catalogs, mailers, brochures, sell sheets, advertising, and trade show displays.
- Redesigned small-scale reading-intervention product into award-winning, corporate-branded SpellRead product line.

Clients

Adidas
Annals of Dentistry
Anton & Partners
Aquafina
Arnell Group
Asynchronous Records
Avrett Free Ginsberg
Coca-Cola
Comic Images
Comprehension Publishing
Dewar's
Dodge/Chrysler/Jeep
Eastern Paralyzed Veterans Association
eChalk
Transformers/Hasbro
Hearst Interactive
Hugh Lauter Levin Associates
IBM
JP Morgan Chase
Kalimah Press
Kaplan K12 Learning Services
Kaplan Publishing
Kissena Park Press
MBarry and Company
The Microscopic Septet
New Direct Product
The Princeton Review
Red Mountain Granite
Ridgewood Times
Roher/Sprague Partners
Rugrats/Nickelodeon
Salant Children's Apparel Group
Solution Tree
St. Regis Resort
Starlight Runner Entertainment
Sunnyside Film Festival
Sylvan Learning
TaskStream
Thomson Media
University of South Carolina
Valiant Entertainment
Van Cleef & Arpels
Westfield Style Magazine
Winslow Press
Workman Publishing
Wunderman
YML Media

- Collaborated with Creative team and management on first company-wide rebranding since inception.
- Directed and trained team of 10–15 in-house and off-site production artists, and produced annotated layout templates for department implementation.
- Launched quality standards initiative, establishing design, production, and pre-press workflows and troubleshooting with print vendors to improve product quality.

Multimedia Designer Winslow Press, New York, NY ■ March 1998 – August 1999

- Produced Web and print advertising, curriculum guides, and catalogs, including image retouching and illustration, for company Web site, magazine ads, and promotional materials.
- Typeset and produced children’s and YA novels, tailoring typography to each audience’s skill level and learning ability.
- Designed photo-illustration ad featured on the cover of *Publishers Weekly*, November 1998.

Promotions Design Assistant Workman Publishing, New York, NY ■ December 1994 – March 1998

- Implemented designs for publicity, sales, and promotional materials, including retail event kits, die-cut point-of-purchase displays, promotional items, and trade show signage.
- Designed and laid out book covers, wall and Page-A-Day calendars, and Brain Quest card decks and created print-ready mechanicals.

AWARDS

American InHouse Design Award for Logo Design, SpellRead GDUSA ■ 2008

EDUCATION AND TRAINING

eBooks with InDesign and Dreamweaver Noble Desktop, New York, NY ■ November 2011

Adobe InCopy AGI Training, New York, NY ■ June 2005

Adobe Illustrator and QuarkXpress School of Visual Arts, New York, NY ■ January 1993

B.A., Computer Science Queens College, CUNY ■ June 1983

Included courses in art, art history, drafting, and film production.

SKILLS

Adobe InDesign, Illustrator, Photoshop, Acrobat, InCopy, QuarkXpress, Microsoft Office. Basic Fireworks, Dreamweaver, HTML, CSS, and ePub production. Comfortable with both Macintosh and Windows OS environments.