

# { MARY BLACKSTOCK }

## PROFILE

Established artist, art director and designer with over 15 years of professional experience, providing a wide range of graphic design services. Works closely with illustrators, producers, photographers, programmers and writers to support a multitude of clients' needs, including consulting through to final production. Offers personal service with a strong creative focus from concept to completion.

## EXPERIENCE

### **Cyber Diva Media, LLC - Founder / Director - 09/98 - present**

Founded Cyber Diva Media and run all aspects of design business including creative concepting through to final execution. Clients include: Pfizer, *New York* magazine ([www.nymag.com](http://www.nymag.com)), Parents.com, IndexMagazine.com, Centers for Disease Control and Prevention, P.S.1 Museum, Häagen Dazs, Clairol, Time Warner Inc., Coty, Inc. Scholastic, British Airways, Elle MacPherson, Sprint, Ivillage.com, Procter & Gamble, Phillips and Volvo.

### **Rothstein Kass - Marketing Design Director - 10/07 - 11/11**

Work with core marketing team to determine strategy and vision on all creative projects. Ensure final product is aligned with initiative. Provide design direction for all external marketing and branding projects for interactive and print. This includes, but is not limited to, advertising, apparel, brochures, corporate identity, direct mail and email campaigns, invitations, multimedia presentations, newsletters, signage and redesign of intranet, networking and public websites. Manage and train junior staff. Manage workflow. Provide creative direction and project management; work with third party vendors to implement all new business initiatives.

### **GSW Worldwide - Design Director - 10/05 - 10/07**

Oversaw concept and design of print and interactive projects through to completion for a wide range of advertising clients as well as marketing and public relations departments. Including, but not limited to ad campaigns, brochures, corporate identities, direct mail, packaging, signage, email campaigns and interactive presentations. Created concept and branding for internal art studio. Directed photo shoots, managed freelance staff and workflow. Worked closely with Director of Creative Operations to develop budgets and timelines for all projects.

### **Hoffman La-Roche - Art Director - 04/03 - 09/05**

Responsible for designing multiple internet sites, e-newsletters and print collateral for Roche products. Designed intranet sites for internal clients, oversaw freelance staff, created budget and timelines for product sites.

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## PRESS

*Better Homes and Gardens*, October 2000

*Artbyte*, Summer 1999

*Time Out New York*, February 6-13, 1997

## AWARDS

Davey Design Award - 2006

## EDUCATION

B.A., Sarah Lawrence College, Bronxville, NY, 1992

*Portfolio and references upon request.*