

{ 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), 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, Volvo and Wyndham Hotel Group.

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

Worked with core marketing team to determine strategy and vision on all creative projects. Ensured final product aligned with initiative. Provided design direction for all external marketing and branding projects for interactive and print. Including, but 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. Managed and trained junior staff. Managed workflow. Provided creative direction and project management; worked 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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ADDITIONAL EXPERIENCE

Graphic Design Instructor, Bradford School Enrichment Program
Bradford School, Montclair, NJ
Spring 2013

SOFTWARE SKILLS

InDesign CS6, Photoshop CS6, Illustrator CS6 / Mac OS

EDUCATION

B.A. Sarah Lawrence College, Bronxville, NY

Portfolio and references upon request.