



Ortner Graphics

Eric Ortner

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Art Director

Senior level art director, graphic designer, photographer and general marketing expert. Past experience includes the creation of corporate identity and branding standards, commercial photography, websites, user interfaces and user experiences along with print marketing collateral, and ads for clients including Google, MTV and Kellogg's.

Special Skills

- Cross platform user of both Windows and Macintosh operating systems
- Adobe InDesign, Illustrator, Photoshop, Acrobat, Flash, and Dreamweaver CS5
- Quark XPress
- Web/Interactive Design and development including HTML, CSS, Action Script, light JavaScript
- Content Management Systems including WordPress and Blogger
- Wireframing, Information architecture, user experience or user interface
- Microsoft Word, PowerPoint and Excel
- Bryce 3D, Poser 3D, ULEADCool 3D
- Flight Check, Word Perfect
- Drawing & Painting
- Traditional and digital photography, studio photography lighting, and Capture One software
- Typesetting, typography and typing
- Copy writing and editing

Professional Experience

Studio 3x3, Wappingers Falls, NY

Post Production, 10/13 — Present

- Retouching photographs of textiles for advertisements and product packaging sold in retailers including Bed Bath and Beyond, Kohl's, JC Penney and Walmart to name just a few
- Working behind the camera for advertisements and packaging photography,
- Setting up studio lighting
- Build and maintain company website

Ortner Graphics, Suffern, NY

Freelance Art Director, 4/13— Present

- Consult with clients regarding business goals then create custom design and marketing systems to accomplish them
- Work with an established set of print and web development vendors to produce final marketing material

Better Homes and Gardens — Rand Realty, New City, NY

Art Director, 4/06—4/13

- Create quality graphic design in an array of print and digital media for local and national publications and websites
- Formulate Rand Realty's websites, landing pages, Flash banner ads, and email blasts
- Design logos and color correct/retouch photos for use in brochures, direct mail, flyers and signage that promote client's property, corporate branding as well as internal and external training
- Write and edit copy for various marketing campaigns
- Negotiate with outside vendors to produce collateral utilizing multiple production techniques to stay within budget
- Project management for company's external direct mail system ensuring timely delivery of postcards and brochures
- Oversee adherence to Better Homes and Gardens Real Estate's branding standards and the work of the Junior Art Director along with freelance designers and photographers
- Train and aid administrative assistants in the use of AdStar classified ad submission service
- Instrumental in implementing the identity change from the company's Prudential franchise agreement to a

Professional Experience *(Continued)*

One Source Printing & Graphics, Inc., New York, NY **Senior Art Director, 3/02—3/06**

- Met with clients and advised them on the creation of quality designs for printed material
- Designed marketing material for companies including Google, Kellogg's and MTV
- Produced most of the creative for the \$750,000 Riese Restaurant account
- Supervised and trained the Junior Art Director
- Created logos, postcards, business cards, posters, brochures, menus, proposal material, Point of Purchase (POP) material, event tickets, vehicle wraps, billboards and displays for special events
- Prepared the final design files for optimal output utilizing a variety of production methods and materials

United Parenting Publications, Mamaroneck, NY **Editorial Designer, 7/01—1/02**

- Published 5 regional magazines with a team of designers and editors
- Created layouts for the editorial content of the publications
- Produced and modified designs for advertisers

The Stage Coach West, Irving, NY **Advertising Director, 10/00—7/01**

- Shot photographs of retail store's merchandise
- Planned and laid out print ads and catalogs
- Managed the website
- Negotiated with affiliates in order to create cooperative advertising to defray the cost

Rocket Communications, Buffalo, NY **Managing Editor, 1/99—6/00**

- Edited, wrote, illustrated, photographed and designed articles for weekly and monthly newspapers
- Attended press conferences and community forums
- Sold, billed and distributed publications

Trader Publishing, Lancaster, NY **Typesetter, 8/98—12/98**

- Collaborated with a production team to prepare 12 publications
- Designed, typeset and edited
- Assembled as many as 20 ads in a day

Adirondack Lakes Center For The Arts, Blue Mountain Lake, NY **Intern, 6/97—9/97**

- Created a large number of posters and other promotional material for the art center

Media Play, Henrietta, NY **Artist, 9/96—12/96**

- Recreated album covers in huge scale for POP Signage
- Drew and cut large letters out of foam core mimicking type faces used on best selling book covers

Education

Rochester Institute of Technology, Henrietta, NY **Bachelor of Fine Arts, Graphic Design Major 5/98**