

Ronald Sansone

Professional Experience

Signature Advertising, Milldale, CT - June 2007 - present

Art Direction and production at ad agency; work includes magazine ads, annual reports, logo design, package design, working with multimedia developers, trade show producers and more. Integrated Digital Asset Management software into production workflow. International health care/pharmaceutical clients.

The Hartford Business Journal, Hartford, CT - June 2005 - July 2007

Design and production at weekly newspaper with circulation of 25,000+ and affiliated specialty trade publications, also created online/print ads, logos, direct mail, web graphics, maps, and took photos for special publications and events. Assisted editorial staff with proofreading and copy editing.

Bic Worldwide, Milford, CT - August 2004 - February 2005

Design and production of packaging and retail point of purchase for international shaver division and writing instrument co-marketing initiatives. Developed logos and identities for special marketing projects. Created files for print at worldwide print shops to meet international packaging specs.

i3 Mobile, Stamford, CT - October 2001 - June 2003

Design and production of marketing materials for new product launch. Managed web content, worked with web team to integrate marketing online. Managed all printed marketing materials including national advertising. Dealt with outside ad agencies, multiple specialized print shops, and vendors to maintain branding.

Speedvision, Stamford, CT - January 2001 - October 2001

Art Direction and design of printed marketing materials and supervision of all print work for national cable network. Dealt with pre-press/printers, advertising agencies, trade show planners and outside vendors.

Conair Corporation, Stamford, CT - June 2000 - January 2001

Created product packages, mailings and instruction booklets for Health and Beauty products for the Conair Professional Division and Weight Watchers scale product lines.

VR Productions, Wilton, CT - September 1995 - June 2000

Art Director/Co-founder of music event production and promotion company. Designed all marketing materials; worked with pre-press/print and fulfillment, established and maintained web-site. Booked talent, promoted events, managed staff of promoters throughout New England.

Contributed designs and images to: *Inside Adobe Photoshop: Filters and Effects* (1994) and *Inside Adobe Photoshop* (1996) books, New Riders Publishing. *Web Designing Magazine* (10/2006) Japan.

Typeface designs published by Linotype/Hell GmbH (2001).

Member: Connecticut Art Directors Club
National Association of Photoshop Professionals

Education

Pratt Institute, NY

1987-1989. Associates degree
Communication design

SUNY at Purchase, NY

1989-1992. BFA degree
Graphic design

Regents College, London, England

Summer 1991, certificate
Graphic design in Great Britain

Freelance

DJDread.com
FundingPost.com
Fusion 5
Hysteria Records
Make A Wish Foundation
Marketing Drive
Mute Records
Phoenix Music and Media
Reprise Records
Satellite Records
Second Venture Corporation
Vino100
Visual Intelligence Agency/PLAID

Skills

Quark xPress, Acrobat, Illustrator, InDesign, Photoshop, MS Office Suite, Dreamweaver, Fontographer, Cumulus, FlightCheck Pro, basic flash & html editing, Windows XP & Mac OSX - setup, digital photography, pre-press & printing (digital and traditional)

Contact

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