

# Studio Gately

Brooklyn, NY

Brooklyn based Art Director and Designer specializing in print and digital media.

## Experience

Principal Creative

### Studio Gately

Small creative studio with a focus on branding and integrated marketing design solutions. Studio Gately's approach is to identify the unique qualities of a brand and create a visual identity that will inspire, engage, and grow the target audience.

Services provided: Creative direction, concept, design, photo + video shoot production, and project management on a contract/project basis.

Design projects executed: Advertisements (digital and print), emails, events, newsletters, mood boards, logos, presentations, sellsheets, social media, websites.

Client list: AFAR Media, Ashfield Meetings and Events, BrandShare, Conde Nast Publications, Fast Company, GLAAD, Hearst Publications, MSG, Martha Stewart Living Omnimedia, Martini Media, Meredith Publishing, Sally Hershberger, Simulmedia, University of Pennsylvania

Brooklyn, NY  
May 2013 - Present

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Freelance Art Director

### Serial Magazine

Concept, art direction, and design for Serial magazine: a quarterly publication that explores subcultures and their influence on design and the world we live in.

Collaboration with Serial creator and editor-in-chief, Rita Nakouzi.

New York, NY  
Mar 2011 - May 2013

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Art Director

New York, NY  
Mar 2008 - May 2013

## Real Simple

Lead role for the creative studio serving the marketing and sales departments for the Real Simple brand.

Concept, art direction, and design of promotional print and digital projects.

Projects include:

Print: in-book promotional and advertorial pages, event collateral, marketing and sales presentations, media kit sheets, promotional premiums.

Digital: tablet advertorials, online advertorials, microsites, eblasts, entry sites, landing pages, ad units, custom videos.

- Produce, art direct, and maintain budgets and timelines for in-book advertorial photoshoots and custom video shoots.
- Develop concepts and design for advertorial comps (both print and digital) and other special marketing and sales projects.
- Collaborate with integrated marketing team to develop creative initiatives for advertisers, resulting in increased ad revenue.
- Work closely with sales and marketing teams to create advertiser programs. Present creative work to clients.
- Supervise and provide art direction to Senior Designer and Design Coordinator.
- Manage multiple, concurrent projects from concept to completion.

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Design Consultant

New York, NY  
May 2007 - Dec 2007

## Martha Stewart Living Omnimedia

Concept and design for Martha Stewart Living Omnimedia publications advertising, marketing, and sales materials.

Publications included: Martha Stewart Living, Everyday Food, Blueprint, and Martha Stewart Weddings. Materials included: advertorials, presentations, event signage, invitations, evites, eblasts, postcards, sellsheets, house ads.

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Principal Creative

Weehawken, NJ  
Jun 2005 - Mar 2008

## Green Lady Design

Concept, art direction, and design for various companies on a freelance/project basis. Projects included: seasonal catalogs, banners, brochures, ads, displays, posters, postcards, sell sheets, invitations.

Client list included: Barnes & Noble, Crown Books, Heathcliff Enterprises, Henry Holt and Company Books for Young Readers, Little, Brown and Company Books for Young Readers, Penguin Books for Young Readers, and Simon and Schuster.

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Senior Designer

New York, NY  
Mar 2001 - May 2005

## Penguin Group (USA) Inc., Penguin Young Readers Group

Concept and design for Penguin Young Readers Group advertising and promotional materials.

Materials included: seasonal trade catalogs, banners, brochures, ads, displays, posters, postcards, sell sheets, invitations.

### Education

BA

Bronx, NY  
Sep 1993 - May 1997

## Fordham University

Art History Major  
Visual Arts Minor

### Skills

Adobe Creative Suite, Concept Development, Creative Direction, Keynote, Microsoft Suite, Photography, Photoshoot Art Direction/Production, Print Production, Project Management, Video Art Direction/Production

