

# JOHN P. FOGARTY

## QUALIFICATIONS PROFILE

Highly creative and multitalented Designer and Art Director with extensive experience in multimedia design. Experienced in print and project management. Accustomed to performing in deadline-driven environments while maintaining, and exceeding, quality standards. Outstanding communication and collaborative skills with team members, clients, and vendors.

## PROFESSIONAL EXPERIENCE

[ART DIRECTOR | SENIOR DESIGNER | LEAD DESIGNER | PRODUCTION EDITOR | PROJECT MANAGEMENT]

Various Locations 1994—Present

Design for corporate and brand identity, logo, packaging, apparel, brochure, catalog, print advertisement, poster, POP, sell sheet, direct mail postcard, interactive email, and Web. Clients include Creative With Direction, Hostelling International, EO Boston, Smart Destinations, and Premium Cigars International.

Print and project management for a variety of high-end clients. Specification, sourcing, multiple-bidding, and traffic. Obtain quotes, create budgets, and oversee postal specifications for bulk and direct mailings. Clients include Servigraphics and Residential Mortgage Group.

[SENIOR DESIGNER | PRODUCTION EDITOR]

Metrowest Magazine | Newton Magazine | Brookline Magazine  
Newton, MA 2006—2008

Designed eye-catching magazine pages that accurately conveyed the image of the magazine and the editorial content. Chose editorial typography, photography, and illustrations. Created photo illustrations as needed.

Developed advanced typography styles, layout grids, style sheets, department headers, special section tabs, and Calendar sections.

Worked directly with editors to implement edits for entire issue. Assisted with sentence and paragraph structure. Chose pull-quotes. Wrote headers, sub-heads, and cut-lines. Proofread for spelling, grammar, consistency, and template accuracy.

Staged photo shoots to obtain inspired photographs that supported the editorial content and maintained the quality standards of the magazine and its clients. Converted and modified photography.

[ART DIRECTOR]

Clear Channel Entertainment Southwest Division  
Phoenix, AZ 2002—2005

Designed for billboard, marquee, magazine, newspaper, Web, POP, merchandise, and other assorted print and digital media for events in Arizona, Nevada, and New Mexico, in a deadline-driven, high-volume environment.

Worked directly with marketing teams and sponsors to fulfill and maintain corporate and event branding.

[LEAD PRINT DESIGNER]

Rocket Science Creative | theFurious  
Phoenix, AZ 2001—2002

Created innovative and contemporary designs for corporate and brand identity, magazine, menu, and Web.

[ART DIRECTOR | PRODUCTION EDITOR]

Autobody Media International  
Scottsdale, AZ 1999—2001

Designed and copy edited 75 full-color ads per two-week cycle for nationally distributed monthly catalogs. Reviewed, edited, and signed off on blueline proof. Administered press checks.

EDUCATION

B.S. Fine Art, Arizona State University, 1994

SOFTWARE

Adobe Creative Suite CS3 (Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat), QuarkXpress, MS Office. Proficient in both MAC OS and Windows XP environments.

KEY ACHIEVEMENTS

Launched Metrowest Magazine, a high-quality monthly that reaches 80,000 homes in the greater-Boston area and attracts top-tier advertisers. Developed a market-competitive publication by producing innovative layout grids, style sheets, and typography styles.

Serviced all creative for the Southwest Division of Clear Channel Entertainment. Art Directed, designed, and produced all print advertisements, cross-channel direct marketing pieces, large format displays, and other various marketing materials for multiple markets and venues throughout the Southwest. Worked directly with marketing teams and outside vendors to maintain branding standards set by sponsors such as Southwest Airlines, Budweiser, and American Express.

Developed the branding of Premium Cigars International by producing multiple lines of labels, packaging, and marketing materials, resulting in an extremely successful IPO. Project and print managed elaborate label and packaging runs. Cigars were distributed nationally and featured in Cigar Aficionado Magazine.

TESTIMONIALS

"John brings a passion and focus to his work that is infectious and appreciated by our clients and the rest of our team."

— Paul Cornacchini, President, CWD, Inc.

"John Fogarty is both a creative designer and a conscientious editor. He'll note inconsistencies in copy, suggest sharper headlines, and all the while remain open to ideas for refashioning layouts. He collaborates in a congenial, patient way; ego is not a factor. The result is a better product".

— Steve Maas, Editor, Metrowest Magazine

"John is a passionate designer who is dedicated to his craft. He is also a fantastic team member to work with and to know."

— Raphael Brickman, Creative Director, Community Magazines

To view portfolio: [johnfogartydesign.com](http://johnfogartydesign.com)