

Joseph f. Kuzemka

Art Director | Graphic Designer | Mac Enthusiast

EXPERIENCE.

New Jersey Housing & Mortgage Finance Agency | Senior Graphic Design Supervisor

TRENTON, NEW JERSEY | JULY 2005 – PRESENT

As the Senior Designer for New Jersey's largest financier of affordable housing I successfully manage and coordinate graphic design, branding and marketing projects from concept through production. Working closely with over a dozen agency divisions and serving a staff of over 300 people I effectively establish design standards and perform in a lead role to create award-winning marketing collateral, annual reports, new program launches and websites. This position also includes the supervision of multiple junior graphic designers and interns.

Key achievements include:

- ▶ Successfully represent several state agencies as the lead designer and planning committee member for the annual *Governor's Conference on Housing and Community Development* as well as the annual *Governor's Conference for Women*.
- ▶ Winner of multiple graphic design awards including "Best in Show" for the 2007 Annual Report from the *National Council on State Housing Agencies* as well as several *American Inhouse Design Awards* for branding and graphic design excellence.
- ▶ Directed over 40 photo shoots to capture images of families who were directly affected by the affordable housing that HMFA provides. This has led to the development of an entire stock photography catalog with over 1,000 custom images.

Art All Night - Trenton | Creative Director / Chairperson

TRENTON, NEW JERSEY | 2007 – PRESENT

A founding member and Creative Director of Trenton's wildly successful 24-hour art extravaganza, Art All Night-Trenton, my logo design and branding have become notable fixtures in the City of Trenton as well as the surrounding areas. This has helped propel Art All Night-Trenton into the largest event in Mercer County with 2011 bringing over 13,000 attendees and over 450 volunteers to the City of Trenton.

As the elected Chairperson for this all-volunteer planning committee, I am responsible for all graphics, marketing, social media and press as well as managing over 15 team "Captains". This includes managing a \$90,000 projected budget, sponsorships, food vendors, musical acts, interactive events, video, photography and volunteers.

Promotions by Design | Art Director

TREVOSE, PENNSYLVANIA | JUNE 2001 – JULY 2005

As Art Director for this pharmaceutical advertising agency, a quick and high-quality turnaround was a necessity while maintaining the graphic standards of large pharmaceutical clients such as Johnson & Johnson, Pharmacia, Pfizer, Merck, Ortho McNeil and numerous others.

Trenton Shooting Stars | Art Director

TRENTON, NEW JERSEY | DECEMBER 2000 – MAY 2001

Work for this now defunct professional basketball team consisted of the entire graphic identity of the franchise including logo creation, website design, marketing materials, posters, stationary, newspaper ads and newsletters. This position also included managing several part-time graphic design interns from local colleges.

Church & Dwight Co., Inc. | Senior Graphic Designer

PRINCETON, NEW JERSEY | APRIL 2000 – DECEMBER 2000

As the Senior Graphic Designer for one of the most recognizable consumer brands in the nation, duties included the design of company-wide marketing materials, Free standing inserts that appeared in millions of newspapers on a monthly basis, photo shoot direction, packaging design as well as the conception and design of all materials pertaining to new product launches and brand extensions.

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EXPERIENCE.

Princeton MarkeTech, Inc. | Junior Art Director

PRINCETON, NEW JERSEY | APRIL 1999 – APRIL 2000

While working as an assistant to both a Creative Director and Art Director in this small, Princeton based advertising agency specific job functions encompassed website design, logo design and print design. Projects included the conception and execution of websites, logo design, marketing collateral, direct mail programs and other related materials for clients such as Summit Bank, Dow Jones/Wall Street Journal, Prudential and Grounds for Sculpture.

The Trentonian Newspaper | Graphic Designer

TRENTON, NEW JERSEY | APRIL 1997 – APRIL 1999

Duties for this Trenton based newspaper included the design of daily client ads as well as the creation of the *Sunday Sports Center Spread* which would run as the main focus of the Sports Section in over 150,000 newspapers every Sunday.

Impact Images | Graphic Designer

PRINCETON, NEW JERSEY | OCTOBER 1996 – APRIL 1997

Responsibilities included the design of business cards, stationary, postcards and marketing materials for companies such as Lenox, Base10 and Xerox.

EDUCATION.

Mercer County Community College

West Windsor, New Jersey
Major in Advertising Design

TECHNICAL KNOWLEDGE.

Mac OSX Lion
Adobe Creative Suite 5 (Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Acrobat)
QuarkXpress
Adobe Lightroom
Microsoft Office 2008
Autonomy Interwoven TeamSite CMS

AWARDS.

Graphic Design USA | In-House Design Awards 2006

2005 Governor's Conference on Housing and Community Development program book
2006 New Jersey Housing and Mortgage Finance Agency Annual Report Direct Mail

Graphic Design USA | In-House Design Awards 2007

New Jersey Green Homes Office tri-fold brochure
New Jersey Green Homes Office branding/identity
Live Where You Work Homebuyer Program branding/identity

National Council of State Housing Agencies | Program Excellence Annual Awards

Best In Show: New Jersey Housing and Mortgage Finance Agency 2007 Annual Report

AFFILIATIONS.

AIGA Philadelphia | Professional Member

Art All Night - Trenton | Chairperson

National Association of Photoshop Professionals | Member

Portfolio and references available upon request.

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