



A creative recognized 100 plus pieces published in books and periodicals. Demonstrated an ability to develop results that tangibly impact profitability, building strong brands from concept with hands-on design to prototypes thru production.

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PUDER

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Areas of expertise

- Communication
- Design
- Interactive | Web
- Marketing Strategies
- Packaging
- Typography



Advertising & marketing

Developed counseling materials. Print and web motivational tools to help patients overcome taking opioids. A major challenge was to build the brand for online tools that were here to help.

Staged visual strategies. Established graphic standards for a regional theatre generated graceful executions on many cross-functional promotions. Grid planning materials included brochure, signage, ads, and playbills.

Informed with a special promotion. Highlighted an insurance company anniversary with a hand-delivered package to CEOs. The message illustrated consistency and reliability over the years.

Constructed a unique triangle package. Saved printing costs by sizing the container with a no waste standard effective printing paper measurement for a start-up web-based database company.

Branding

Droved sales. Regional multi-location gas retailer income more than doubled with new identity, while improving consumer identification from endless array of generic competitors.

Revamped appearances. Listened to the marketing insights and creative plans before redesigning a library database publisher multi-relationship visual language. Finished by documenting digital assets.

Simplified product directives. Bold stroke style drawings on banners made a compelling product for a K thru 3 new programs. The publisher used the look as the legacy for other future learning projects in its curriculum.

Introduced real-world learning activities. Realized a set of everyday studies for teachers to collaborate high-school students to work "juntos" meaning "together" for a common goal, to learn the Spanish language.

Collateral

Explored interactivity. Multipurpose posters for a summer concert series gained international recognition. Integrated 3D series has also been acknowledged for its recycling message.

Directed a structured personality. Composed flexible prototype template formats for a literacy-reading program. Challenges were met when a tight timeline continually changed priorities.

Rendered infographics. Engineered a process that implemented smoothest approach for a social studies textbook to meet rigid schedule while providing a mentoring relationship.

Initiated classroom discussions. Brainstormed 94 posters teaching suggestions related to literature and themes for an elementary level reading program.

Commissioned by the Society of Illustrators to design annual Call for Entries and Exhibition.

Featured in "Graphic Designer's Digital Portfolios 20 Graphic Design Portfolios Unzipped". A book that provided case studies, examines the many elements that adds to the portfolio's power: readability, ease of navigation, finite space, and attracting attention.

Encouraged students to look at things differently, so when taking that risk on design, a rationale can be articulated. Communicated aesthetics and usability principles as an adjunct professor at a County College.

Published articles communicating new trends. Resourceful, drawing from outsourced resources. Obsessed with staying ahead of the technology curve.

Selected by Xerox. A group of 40 national designers, expressly chosen for an innovative program called DesignNet to help printers, designers, and corporations create effective business documents.

Specialties

Key industries of competence

- Professional Services
- Pharmaceutical
- Medical Devices
- Health Care
- Telecommunication
- Media & Publishing
- Insurance
- Retail
- Education
- Technology
- Financial
- Manufacturing
- Non-Profits

Software

- MAC and WINDOWS
- Adobe Creative Cloud
- Microsoft Office
- FontLabStudio
- SharePoint
- MaximizerCRM11

Education

- BFA | Advertising Design
- Syracuse University

Direct Mail

Increased market penetration. Produced aggressive campaigns for an underdog large computer manufacturer.

Launched international campaign. Fashioned announcement for a test instrument computer manufacturer with a "one box" offer that converted fluently to several languages.

Formed responses. BRC typographic information was uniquely arranged for a measurable call to action. Resulting direct sales, increased traffic, sales leads for telecommunication and publishing companies database.

Conducted concepting sessions. Variable-Data was used to underscore an educational publisher written message for a new learning program.

