

# HOWARD WASSERMAN

## ART DIRECTOR

I am a highly motivated creative offering over 20 years of design experience looking to partner with companies passionate to drive growth with an insightful and a versatile, integrated approach. A poised professional with an enthusiastic personable style, and I live and breathe design.

### EXPERIENCE

**Cognizant**  
**Art Director**  
8/22 - Present

Participated in strategic meetings with client and account management to deepen understanding of clients' objectives and better inform advertising campaigns and designs.

Immersed myself in the FARXIGA brand and carried through design elements from the style guide and ensured projects were delivered within budget and timelines.

Developed template and designs for branded HCP dynamic content emails, leveraging human centered design thinking.

Partnered with UX team to lead the design strategy and execution of several RFPs to help grow the organization.

Spearheaded an internal Newsletter, by researching best practices and building in XD to showcase Studio work and life.

**Art Director**  
2/16 - 8/22

Art direction and production for numerous digital, print, presentation and event projects

Clients:

Brado	Evoke Health
DiD	The Wharton School
Envision Pharma	eCity Interactive
Fingerprint Marketing	Delphic Digital
Tierney Communications	PayPal
Brand Trust	Magento
The Women's Medical Fund	eBay Enterprise
The School District of Philadelphia	Arts + Business Council of Greater Philadelphia
Braithwaite Communications	
RES Software	

**eBay Enterprise**  
**Senior Designer**  
10/11 - 2/16

Provided art direction, creative strategy, execution, project and asset management. Designed rebranding style guide and standards Transformed the culture of presentation and design across multiple divisions within the organization and for eBay Inc., PayPal, Marketplaces and Magento. Part of Agile team redesigning Magento.com

**PJM Interconnection**  
**Senior Designer**  
7/99 - 10/10

Member of a three-person in-house team that conceptualized and executed high end, progressive design for communications in digital, motion graphics, print, promotional, editorial and event materials. Designed and executed several web sites. and created new corporate identity.

### SKILLS

Creative Director	XD
Strategy	Photoshop
Branding	Illustrator
Digital	Indesign
Print	Acrobat
Storyboarding	Photography
Wireframing	Illustration