

JESSE SANCHEZ

1219 Sleepy Hollow Rd. #1328 Athens, NY 12015 - (914) 409-7300

jsanchez@mindspring.com - www.jsanchezart.com

CREATIVE SENIOR ART DIRECTOR

Graphic Designer - Art Director - Creative Director - Book Jacket Designer
Project Management - Art Direction - Graphic Design - Website Development

WORK EXPERIENCE

Jesse Sanchez Illustration & Design, Athens, NY 1993 - present

Owner

- Increased user engagement by 100% by redesigning the website with updated content.
- Reduced costs by \$150,000 per year by incorporating graphic design processes in-house.
- Boosted visibility by 100% in the marketplace by generating 10 new account contacts with community networking and driving new account acquisition.
- Acquired nearly 2 decades' worth of experience in a self-directed enterprise with clients The International Monetary Fund, Time Warner, Penguin Random House, and St. Martin's Press.
- Completed projects for FujiFilm Corporation, Chicken Soup for the Soul, Kensington Books, Simon & Schuster, and Benchmark Education.
- Oversaw administrative sales, creative functions, business services, and customer service.
- Created design programs for local and internationally based organizations and businesses.
- Secured client contracts by developing concept and implementation plans.
- Identified problems, reviewed information, evaluated options, and implemented solutions.
- Provided creative solutions for clients using a multifaceted approach to graphic design.

M.E. Sharpe, Publishers, Armonk, NY Feb 2003 - Nov 2014

Art Director

- Created award-winning media and images working independently or collaboratively with talent.
- Increased company visibility by creating sought-after design work and realized cost savings through the use of stock photography.
- Oversaw projects, from concepts to completion, delivering all production and design elements and working with editorial and publishing staff within budget and time constraints.
- Formulated basic layout design with expert use of photography and typography.
- Coordinated creative activities and discussed client requirements and presentation concepts with creative, art, copywriting, and production department leaders.
- Reviewed and approved art materials and proofs and branded new authors.

Prior Experiences: Graphic Designer at Penguin Random House, Warner Books, and St. Martin's Press

EDUCATION

The Cooper Union, New York, NY

Bachelor of Fine Arts, Graphic Design

TECHNOLOGIES & AWARDS

Technologies: Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Microsoft Office

Awards: Five-Time Award Winner at the NY Book Show for Excellence in Design.