



Bob Nowak

Art Director | Graphic Designer

Print • Digital • Interactive
Illustration • Retouching

www.BobNowakCreative.com

Consider my solid history of creative graphic successes across a wide range of B2B and B2C industries including financial, food, HBA, pharmaceuticals, retailers, public safety, security systems, office supply, education/schools and non-profits. Major clients include Bank of America, Merrill Edge, The Vanguard Group, 3SI Security Systems, Church & Dwight (Arm & Hammer brands), Bayer, GlaxoSmithKline, Albertson's/ACME Markets, SuperVALU Foods, Lowes, Sears, Sherwin-Williams, NFL Philadelphia Eagles, MLB teams (Affinity Card Services), Cairn University among others.

• Experience

Outstanding creative expertise includes graphic design solutions for both print and digital media, from concept through execution and prepress production and web posting. Work includes print and digital catalogs, retail circulars, FSIs, direct mail, packaging, store and stadium signage, trade show booths, outdoor, print ads, banner ads, brand development and implementation, presentation decks, video graphics, editable forms PDFs and templated website development. Comprehensive knowledge of color correction and production processes relating to print CMYK and PMS colors, web RGB and hex color standards. Fluent in both Mac and PC/Windows platforms.

A clear communication style and flexible nature make me well suited for working in a collaborative environment. The ability to meet tight deadlines with accuracy that achieves compliance to brand guidelines and print/digital standards is always delivered. Experienced in directing and leading creative, photography and production teams within an agency environment.

• Tools

Primary applications: Adobe CC2015 and newer (InDesign, Photoshop, Illustrator, Bridge), Acrobat DC, QuarkXPress, PowerPoint, iWork (Keynote, Pages, Numbers), Word, iMovie, iDVD

Secondary applications: Filemaker Pro, Excel, Outlook, LiveCycle

Working knowledge: Dreamweaver, HTML, CSS

• Career

- **Bob Nowak Creative Services, LLC**, Audubon, PA – *Freelance*
Clients include: Bank of America (Aquent), The Vanguard Group, JWM Marketing, Franklin Mint, The New Idea Group: Zitner's Confections, Ellio's, GrobalEx International, Philadelphia Inquirer, MT Audit Services, PROVIDE LLC, Bodek & Rhodes, CatholicPhilly.com, Catholic Charities.
- **PureRED Integrated Marketing**, Exton, PA 1999-2013.
Creative Director Manager/Senior Art Director. Responsibilities include overseeing and supervising the creative department and creative product for the Philadelphia facility including the in-house photo studio. Customers included: FAO Schwarz/Zany Brainy, Hasbro, Sears and Sears Hardware Stores, SuperValu Foods, Albertson's Markets, Philadelphia Eagles, Becker's School Supplies, Sherwin-Williams, The Home Depot, Lowes, 3SI Security Solutions, GE Healthcare, Gravic, Unipak, The Franklin Mint, SP Richards.
- **Euro RSCG**, (Devon Direct), Berwyn, PA – Senior Art Director, 1998-99.
Accounts: Fleet Bank, Phillips Electronics, Cellnet (British Telecom UK), Texaco, and Oracle 8i.
- **Cook Associates, Inc.**, West Conshohocken, PA – Senior Art Director/Creative Director, 1988-99.
Accounts included: Church and Dwight (Arm & Hammer Brands), Warner Lambert, Bayer, Sterling Health, GlaxoSmithKline, Kiwi Brands, Chinet, BIC Corp., and Red Lobster.



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- **Education**

UArts, Philadelphia, PA
BFA Illustration, cum laude

West Chester University, West Chester, PA
Undergraduate transfer

Berkley Institute, Bala Cynwyd, PA
Macintosh Computer Certification

Aquent Gymnasium, online
Continuing education: HTML 5, CSS, UX/UI

- **Awards and Affiliations**

ADDY Awards, Neographics Awards, PDMA Benny Awards, New York International Festivals Medals,
Art Directors Club of Philadelphia Awards, Art Directors Club of New York Awards

Ad Club of Philadelphia, Art Directors Club of Philadelphia, NAPA (Photoshop),

- **Portfolio**

Online portfolio samples are available at the following links:

BobNowakCreative.com

Coroflot.com/BobNowak/portfolio

Additional portfolio case studies are available on request

- **References**

Online references and recommendations are available at [LinkedIn.com](https://www.linkedin.com)

