

## Harry Wackett

(516) 375-4040  
hwackett@gmail.com  
www.harrywackett.com

### EXPERIENCE:

- Working with Creative Directors and Art Directors from concept through production to produce and deliver quality, design-inspired print and web design in accordance with the specifications of each project
- Self-motivated and enthusiastic to conceive and execute designs with team collaboration
- Providing creative input
- Working cross-departmentally on multiple projects
- Optimizing and preparing design files for production
- Maintaining production schedules, budgets and deadlines
- Actively learning current design trends

### WORK HISTORY:

*Freelance*, 2016-Present, Somerset, NJ, Art Director/Production Artist; providing Art Direction, Graphic Design and Production Services for consumer advertising, and email designs for TD Bank, Pinpoint Intelligence, Henriot and Palm Bay International.

*Commonground/MGS—formerly The Vidal Partnership*, 2015-2016, New York, NY, Studio Manager; responsible for mechanical and pre-press production, compositing, and photo retouching. Provides brand managers with creative presentations for client pitches. Manages studio work-flow, budgets and creative assignments to meet tight deadlines on all clients including: Powerful Yogurt, Rémy Martin, TD Bank, Verizon, Milk and Palm Bay International Wine Brands.

*The Vidal Partnership*, 2008-2015, New York, NY, Studio Design Specialist; provided mechanical, pre-press production and graphic design services for marketing and advertising on clients that included: JCPenney, Sprint, Royal Caribbean, Diageo, Heineken, Heineken Light, Oscar Mayer, Tylenol and Zyrtec.

*Unit 7*, 2007-2008, New York, NY, Interactive Media Specialist; developed creative and marketing presentations to win accounts for clients that included: Shire/Daytrana, Pfizer/Lipitor, Pfizer/Lyrica, MasterCard, and Raritan. Edited and produced company TV reel. Filmed, coedited and co-produced documentary: "Walking in the Shoes of a Type 2 Diabetic.", locking in client trust for future pharmaceutical advertising campaigns.

*BookSpan*, 2002-2007, Garden City, NY, Senior Art Director; developed communication strategies and creative design for Book-of-the-Month Club and Children's Book-of-the-Month Club print and catalog advertising. Collaborated with Creative Directors and Copywriters to best serve the clients' needs and desires. Pitched initial creative concepts and directed final art for production. Managed in-house photographers for all photo shoots.

*Cablevision*, 2000-2002, Bethpage, NY, Studio Design Specialist; led the ground-up development of a monthly magazine for subscribers. Produced on-air banner advertising, and designed promotional mailings for Cablevision's Digital Cable Service. Concepted and developed web and print advertising for Lightpath, Cablevision's Fiber Optic Communications Network Provider and Optimum Online, Cablevision's Online Service Provider.

*Doubleday Direct*, 1999-2000, Garden City, NY, Art Director; produced and managed the development of new member print ads, enclosures and direct mail catalogs for The Military Book Club. Redesigned the Military Book Club brand, which resulted in a 180% lift in book club membership enrollment. Developed book club print ads, catalogs and sales packages.

*Rocket Science*, 1997-1999, New York, NY, Art Director; provided Art Direction in consumer advertising, direct mail and promotions for New Century Network, J LaMotta's Food Products, Inc., Healthy Home Environmental, Chelsea Market, Urban Glass, Teacrest, Stella Show Management, HomeDelivery.com Merchant Network, Smart Parent Productions, Lamaze Family Magazine and Sandella's Wrap Cafe.

### EDUCATION:

The Art Students League of New York, 2008-2010; Drawing  
School of Visual Arts, NYC, Continuing Education, 2002-2007; Multimedia & Video Editing.  
PRATT, NYC, Continuing Education, 2000-2002; Multimedia & Web Design.  
Fashion Institute Of Technology, State University of New York, NYC, B.A., May 1997; Advertising Design major.  
State University of New York, Albany, NY, B.A., May 1992; Fine Arts and English major.

### KNOWLEDGE:

Mastery of Adobe CS (InDesign, Illustrator, Photoshop), Word, PowerPoint, Excel, HTML, CSS, Wordpress and Final Cut Pro.