

Jeronimo Sochaczewski, MFA

ART DIRECTOR | DESIGNER

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New York, NY • 646-391-0504

immediate value offered

- **Trusted advisor and consultant** to companies on brand design, identity development, front-end interactive design, and campaign management; superior skills in visual brand design supported by a Master of Visual Brand from IED Istituto Europeo di Design, Milan
 - **Championed translation** of business requirements into effective advertising campaigns, while collaborating cross-functionally to ensure projects met all milestones, deadlines and budget requirements
- **Convey out-of-the-box concepts**, captivating visuals and innovative strategies for print and online delivery; readily adapt to new technologies and innovative processes, ensuring compliance with corporate standards
- **Reputable experience** in the entertainment and theatre industry; devised production strategies, along with formulating forward thinking concepts and branding ideas; led creative direction for print and digital ad campaigns
- **Leverage collaborative personality** and natural ability to gain trust, and build strong relations; Versatile visual communicator with expertise in promoting innovative branding and marketing campaign concepts

education

Istituto Europeo di Design, Milan 2015
Master degree in Visual Brand Design

Parsons School of Design, New York, NY 2004
Masters of Fine Arts (MFA), Design & Technology

Parsons School of Design, New York, NY 1999
Bachelors of Fine Arts (BFA), Communication Design
Graduated Cum Laude

Catholic University of America Washington, DC 1994
Architecture & Landscaping

University of São Paulo, Brazil, 1993
Architecture & Landscaping

language & technology proficiency

Multi-lingual Fluency - Languages Known:
Portuguese, English, German and Spanish

Photoshop CC | Illustrator CC | QuarkXpress | InDesign CC
Microsoft Office (PowerPoint, Excel, Word) | Dreamweaver
HTML | CSS | Invision | AfterEffects | WordPress | Typography,
Layout, Sketching, Drawing | Mock-Up & Model Execution

Industries of Influence: Education | Entertainment | Beauty | Financial | Consumer Goods

BRAND DESIGN MANAGEMENT & STRATEGY • PROJECT LEADERSHIP

DIGITAL ADVERTISING CAMPAIGNS • TEAM LEADERSHIP & SUPERVISION

professional work history

Workman Publishing Senior Designer/DEI council New York, NY 2019–Current
Create unique content and designs for calendars, stationery, books and other print materials.

- Led overall conceptualization and development of projects
- Identified and sought new opportunities for partnerships with artists and illustrators
- Collaborated with editors to generate compelling ideas for new products
- Participated in the first Diversity, Equity and Inclusion council for Workman
- Helped establish guidelines, company statement and approach to inclusivity and transparency within the company
- Assisted in promoting and educating diversity initiatives, including the use of appropriate language, more inclusive recruitment process and overall metrics and benchmarks for better policies within the company

Jeronimo S Design Art Director New York, NY 2017–Current
Strategic planning, research, design and vision for campaigns with clients such as: Microsoft, BBC America, NFL, McCann World and The Durst Organization.

PM+Co Senior Designer/Art Director New York, NY 2016–2017
Delivered measurable results by strategizing and designing highly creative and unique ideas, enabling brand growth & awareness, along with increasing revenues and a loyal consumer base.

- Led and administered creative design projects in support of ongoing marketing programs, while working closely with the Creative Director
- Created design styles and graphics focused on B2B and B2C online and print marketing campaigns — Produced high quality, cutting-edge design material for audiences with a reach that extends to multiple industries and the broader community/public, increasing brand awareness
- Drove marketing campaigns and designs, including the creation of print & digital project plans, pitches and presentations; utilized new technologies to implement branding across online platforms

Neoscape Freelance Senior Designer New York, NY 2015–2016

- Assumed a consultative role to support diverse clientele with conceptual and stylistic execution for multiple projects; created strategy and led design that added lasting and tangible value to each project
- Championed brand, identity, print & collateral, infographics, environmental graphics and front-end interactive design; consulted a variety of campaign style thinking techniques, providing avenues for brand touchpoints

SpotCo Senior Designer New York, NY 2007–2012
Developed and delivered results-driven production strategies, as a pivotal member of the Roundabout Theater's advertising team. Responsible for creative work across a range of digital channels from websites, through to social media, and the latest technologies.

- Reinforced company strategy, policy positions, reputation, and communications impact; tailored web-based advertisement, direct mailers and outdoor pieces, reflecting Broadway show's uniqueness and essence
- Functioned according to show guidelines and demonstrated advanced understanding and relevance to the target market / audience
- Created synergies between innovation, creativity and business sense, through color correcting ads for newsprint, proof reading, and working with vendors on color corrections
- Worked closely with copy writers and account executives conceptualizing and implementing tactics for print and electronic ad campaigns

EMG Art Director New York, NY 2007

- Encouraged the pursuit of excellence in the design of collateral material for the New Victory Theater, creating unique art for New Victory's 2007/08 season brochure
- Created innovative visual story solutions, while offering expertise on production operations; cultivated and developed key art and collateral work for various plays including Xanadu on Broadway

Revlon Senior Graphic Designer New York, NY 2006

- Utilized design, concept creation and commercial printing skills to translate messages into, attention-getting visual solutions (brand display graphics, & other promotional material) for package design
- Trained junior staff and interns in brand guidelines, and graphic design best practices

Parsons School of Design Design Faculty New York, NY 2005
Performed teaching responsibilities, inspiring creativity and delegating a passion for design.

- Facilitated course requirements with a design-focused perspective and led discussions regarding curriculum and hands-on creative processes while handling all facets of curriculum development and classroom management
- Created innovative projects to deliver content and built weekly classes while answering all questions

www.JeronimoSdesignStudio.com

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