



CONTACT

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TECHNICAL SKILLS

- QuarkXPress (v 6.5)
- Adobe Illustrator (CS2)
- Adobe Photoshop (CS2)
- Adobe InDesign (CS2)
- Adobe ImageReady (CS2)
- Microsoft Powerpoint
- Filemaker Pro
- Mac OSX
- Comprehensive knowledge of color correction and production processes relating to print and web

EDUCATION

UArts,
Phila., PA (Phila. College of Art)
BFA, Illustration '82, Cum Laude
Student Department Rep., '82
Roger Hane Illustration Award, '82
Bernice Travis-Rudnick Scholarship, '81

West Chester University,
West Chester, PA
Undergraduate Liberal Arts, 1977–79

Plymouth Whitemarsh HS,
Plymouth Meeting, PA
Graduate, '77
Who's Who Among American HS Students

Berkley Institute, Bala Cynwyd, PA
Cont. Ed, Mac Computer Cert., 1988–91

John's Computers, Wayne, PA
Cont. Ed., Intro To Macintosh, 1987–88

Art Directors Club of Phila., PA
Photoshop Seminar, '89

New York Art Directors Club
Creative Roundtable Seminar- Dallas, '89

AWARDS

Neographics Award
Self Promotion, GA Communications, '01
Corporate Catalog, Cook Associates, '96

PDMA Benny Award
Direct Mail Kit, Advanta Credit, '99

New York Festivals
Sales Collateral, Bronze Medal, '95
Sales Brochure, Church & Dwight, '96
Sales Kit, Cook Associates, '96

Bob's dynamic 25-year career is built on a strong blend of creativity and a desire to develop graphic solutions that are always targeted to the best interests of his customers. With a long record of success in establishing campaigns for Fortune 100 companies and national retailers to smaller regional and local clients, Bob offers expertise in a broad scope of industries including— consumer packaged goods, pharmaceutical, retail catalog, toys and gifts, banking and financial, retail grocery, restaurant and corporate identity. This experience includes concepting, creating comps through final graphics and the managing process of complex projects from concept to production and delivery. His work includes solid experience in a variety of media venues including Direct Mail, Print Collateral, Sales Promotion and POP, print ads, FSIs, catalogs, website and new media. The complex rendering of photoshop compositions is a specialty service that has given many clients the “wow-factor” in their final deliverables. Consistently delivering on-time, on-budget, and on-strategy solutions within tight deadlines, Bob always takes pride to under promise and over deliver. References available on request.

CAREER OVERVIEW

Robert Nowak Creative Services, Freelance Creative and Graphic Design

Office: Audubon, PA – 1994–present

Office: Norristown, PA – 1984–1994

Office: Philadelphia, PA - 1982–1984

Companies worked for independently over 25 years have included: The Vanguard Group, The Franklin Mint, The Philadelphia Inquirer, MT Audit Services, PROVIDE LLC - along with many happy couples enjoying artistic photo-compositions of their weddings or special events.

GA Communications, Philadelphia Office, 1999–present

Philadelphia Office, Malvern, PA

Headquarters, Stone Mountain, GA - www.gasolutions.com

Creative Director/Senior Art Director, Responsibilities include overseeing and supervising the creative department and creative product for the Philadelphia facility including the in-house photo studio. Additional duties also involve contributing to the creative efforts as needed for the other GA facilities in Atlanta, Pittsburgh and Livermore. Currently overseeing the special creative efforts company-wide for AdSembly.com, an online ad-building website. Major accounts worked for at GA-Phila include: Zany Brainy/FAO Schwarz, Sears, Sears Hardware, Duane Reade, Acme/Albertson's Markets, Philadelphia Eagles, SuperValu Foods, Sherwin Williams, The Home Depot, and The Franklin Mint among many others.

Devon Direct Euro RSCG, 1998–99

Berwyn, PA - <http://www.eurorscg4d.com>

Senior Art Director, Initially hired to work on the Advanta credit card account, work here included taking part in the successful RFP to retain this client after they were purchased by Fleet Bank. Quickly, work for other agency clients was added including: Phillips Electronics, Cellnet (British Telecom UK), Texaco, and Oracle.

Cook Associates, Inc., 1988–99

West Conshohocken, PA - <http://www.bodinemarketing.com>

Senior Art Director/Creative Director, Starting here as an in-house illustrator, this agency was the first chance to prove Art Director level skills. This small company that serviced large pharmaceutical and consumer dry goods brands with unique sales collateral whose major accounts included: Church and Dwight, Warner Lambert, Bayer (Sterling Health), SmithKline Beecham, Kiwi Brands, Chinnet, BIC Corp., and Red Lobster among others.

Freelance, Inc., 1986–88

Willow Grove, PA

Illustrator/Graphic Designer, Graphics design and packaging for Memo Boards, stationery, ceramics and other gift items.

RichArt Graphics, 1983–86

Philadelphia, PA

Illustrator/Graphic Designer, Included work for Campbell's Soup, Nabisco, The Franklin Mint, Valley Forge Music Fair.

Antonelli Institute of Photography & Art, '83

Plymouth Meeting PA - <http://www.antonelli.org>

Instructor, Illustration, Advertising Design, Drawing