

EXPERIENCE

ASSUNTA STUDIO Northport, NY
CREATIVE DIRECTOR/ARTIST 2020-Present

Exploring fine art photography & painting with graphic design as a way to combine personal expression and the passion for creating beautiful images, cards and objects.

PANETTA CREATIVE NYC & Northport, NY
PRINCIPAL/CREATIVE DIRECTOR 1996-Present

Established design studio working with a variety of clients:

SIMPLY PUT MEDIA (publishing and programming for change)
Creative Director/Partner for social impact non-profit publisher that leads the creation and distribution of vibrant parenting books, media and programming created *with* and *for* families from traditionally marginalized communities. *Simplyput Civics'* project, **WE COUNT!** engaged families in complex conversations to support participation in the 2020 Census. Over 600k books sold and a full length animated video of the book was created to continue the reach when the world shut down in 2020.

WHAT TO EXPECT FOUNDATION - BABY BASICS
Art directed and oversaw the redesign of the book *What to Expect When You're Expecting*, as a culturally sensitive, low-literacy pregnancy guide that was delivered free to every parent, across the country, living at or below the poverty level. Designed supporting materials: logo, stationary, invitations & brochures as well as a Bangladesh version of the book "Belly Basics".

LONG ISLAND PARENT MAGAZINE
For four years before it's sale in August 2012, Art directed *Long Island Parent Magazine*, and oversaw all design and production for the magazine.

LAURIE BERKNER
Art directed, designed and oversaw all aspects of her CD, *Rocketship Run*. Created a re-branding campaign that included a logo, large stage backdrop, and merchandise.

SOHO PARENTING
Redesigned the book, *A Mother's Circle: An Intimate Dialogue on Becoming a Mother*, as well as all the marketing materials.

BROOKLYN CONSERVATORY OF MUSIC
Designed marketing and promotional materials. Photography for brochures. Architectural design consultant for Brooklyn and Queens campus renovations. Large scale murals and signage.

PULITZER & PANETTA WRITING & ART STUDIO (PANETTA CREATIVE STUDIO) Huntington, NY
CO-OWNER/CREATIVE DIRECTOR/ TEACHER 2008-2020

Together with New York Times best-selling author Lisa Pulitzer, established the Pulitzer & Panetta Creative Studio. Grounded in educational philosophy, these dynamic workshops merged literary and visual expression, offering children and makers of all ages a chance to write, design and illustrate with confidence and find their authentic voice.

BIG IDEA GROUP, INC. Brooklyn, NY
FOUNDER/CHAIRPERSON August 1998 -2001

Established Foundation that is a national resource of creative people committed to making a difference and helping others realize their vision. The first project presented by B.I.G. was a benefit concert with Wynton Marsalis and his septet. All proceeds supported children's music programs and future B.I.G. endeavors.

JUNO ONLINE SERVICES New York, NY
CREATIVE DIRECTOR 1996-April 1998

Established in-house Communications department. Built department comprised of print & web designers, writers, production and technical team. Oversaw design of all materials: online & print advertising, web and corporate identity. Developed campaigns and strategies. Worked to streamline and improve functionality of service and developed new company initiatives.

LINCOLN CENTER FOR THE PERFORMING ARTS, INC. New York, NY
CREATIVE DIRECTOR 1992-1996

As Lincoln Center's first Creative Director, established and built the organization's award-winning in-house design department. Responsible for overseeing all materials for the 300 annual performances that comprised Lincoln Center Productions & Jazz @ Lincoln Center as well as fund raising materials and other corporate identity projects. Responsible for all advertising including print and television.

LIZ CLAIBORNE, INC. New York, NY
SENIOR DESIGNER, CREATIVE RESOURCES 1989-1992

Responsible for the design of identity programs, promotional material, packaging, hangtags, labels, and point of purchase displays for five separate divisions. Instrumental in the introduction of Macintosh computers. Researched and implemented systems for the Creative Resources and First Issue divisions. Integral part of design team in teaching and translating conventional projects onto the MAC using Quark X-press, Photoshop, and Illustrator.

COSMOPOLITAN MAGAZINE New York, NY
ART ASSISTANT/ASSOCIATE ART DIRECTOR 1986-1989

Layout design, type specing, production

EDUCATION

CARNEGIE MELLON UNIVERSITY
Pittsburgh, PA

BFA Graphic Design May 1986

AWARDS / PUBLICATIONS

PARENTING MEDIA ASSOCIATION
Long Island Parent Magazine
2012 National finalist, Best Overall Design

PRINT'S DIGITAL ART & DESIGN ANNUAL 5
Award for design excellence-
1996 Mostly Mozart Festival Brochure

ISPA (International Society for the Performing Arts)
1995 Winner Best Direct Mail Brochure-
Serious Fun! and American Visionaries

BOOK: THAT'S ENTERTAINMENT- THE GRAPHICS OF SHOWBIZ
Featured work: 1994 Jazz at Lincoln Center and Serious Fun! brochures

BOOK: DESIGN IN DEPTH
Featured work: 1993 Serious Fun! Brochure

ASSOCIATIONS

AIGA, ICP, ADC, TDC Member

AIGA Judge for regional design competition