

# Jeronimo Sochaczewski

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## summary

*An energetic illustrator, designer, art director and educator, I am most interested in the ways ideas are shared and cultivated across collaborative networks. My work is influenced by my extensive background in photography and pen-and-paper illustration. I employ these tactile methods as a starting point, and they are typically supported by digital technology. Skilled in client management and interaction, I have a keen respect for organized process and deadlines.*

## skills

Organized thinker, detail oriented. Typography, layout, mock-up and model execution. Expert literacy in Photoshop CS5, Illustrator CS5, QuarkXpress, InDesign CS5, AfterEffects, Flash, PowerPoint and Microsoft Word. Fluent in Portuguese, English, German, and some Spanish.

## education

- 2002–2004

**Parsons School of Design**  
MFA, Design & Technology

- 1995–1999

**Parsons School of Design**  
Graduated Cum Laude  
BFA, Communication Design

- 1994–1995

**Corcoran School of Art Washington, D.C.**  
Concentration: Drawing & Photography

- 1994

**Catholic University of America Washington, DC**  
Architecture & Landscaping

- 1993

**University of São Paulo, Brazil**  
Architecture & Landscaping

## experience

### SpotCo

### Production Artist

New York, NY November 2007–Current

- Integral member of Roundabout Theater account team responsible for creating ads, marquees and collateral pieces for each season while maintaining a standard consistent with the company's brand.
- In charge of generating customized, show specific, web-based advertisement, direct mailers and outdoor pieces that reflect the show's unique essence.
- Mastery in color correcting ads for newsprint, checking proofs, preparing files for press and photo retouching.

### EMG

### Art Director

New York, NY January 2007–October 2007

- Responsible for designing all collateral material for the New Victory Theater. Collaborated with illustrator to create original and compelling art for New Victory's 2007/08 season brochure.
- Created key art and collateral work for various plays such as *Xanadu on Broadway*, *The Rise of Dorothy Hale* and *The Fartiste*.

### Revlon

### Senior Graphic Designer

New York, NY May 2006–October 2006

- Provided creative and strategic leadership on the Almay brand package redesign.
- Responsible for the design of Almay brand display graphics, as well as other promotional material.
- Created and defined Almay Brand Guidelines for internal use, as well as external customers. Work closely with Marketing department to develop effective graphics incorporating strategic messaging to pitch to mass-market customers.
- Lead Junior Designers and interns.

### Langendorff Corporation Senior Graphic Designer

New York, NY September 2005–April 2006

- Managed and design collateral material for clients.
- Supervised creation of print-ready mechanicals; responsible for color accuracy.
- Cultivated relations with clients.

### Parsons School of Design Design Faculty/Interactive Technology Consultant

New York, NY September 2004–June 2005

#### Design Faculty

- Core curriculum instructor in two-dimensional design.
- Ongoing development of curriculum exercises introducing principles of two-dimensional design.

#### Interactive Technology Consultant

- Oversaw implementation and support for interactive technology, particularly for the Wireless Studio Program.

### 141 Worldwide

### Freelance Art Director

New York, NY February–March 2005

- Developed concepts, layout and design for Kool International's cigarette print advertising campaign.
- Created design and layout for Pall Mall International branding architecture.

### Imagedog

### Art Director

New York, NY August 1999–November 2001

- Collaborated with creative team to develop new corporate identity for Imagedog.
- Engineered original strategies for external corporate brand recognition consistent with the organization's internal identity.
- Led interdepartmental initiatives to promote cooperative thinking and a culture of innovation across the agency, evidenced by substantially improved standards in conceptual and visual production.
- Designed suite of templates, logos and custom iconography to distinguish agency's visual and presentational impact.

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