

**Keith Moroz**  
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Online portfolio [keithmoroz.com](http://keithmoroz.com)

### **Objective**

I am currently freelancing but would like a position as a full-time Art Director/Retoucher, my goal is to excel in creative design and share my knowledge and relevant experience with a well developed organization.

### **Summary**

Art director and retouch artist experienced with corporate identity, packaging, print collateral, advertising, direct mail and web. Special emphasis on beauty and health, conceptual design and communication, high attention to detail. Comfortable with information architecture, project management and brand development.

### **Computer Applications**

Competent in Mac & Windows platforms - Extensive use of Adobe Creative Suite: Photoshop, Illustrator, InDesign, Flash, QuarkXPress, and Power Point in all full-time and freelance positions, proficient with Dreamweaver, HTML, XHTML, CSS, Microsoft Office and OpenOffice.

### **Employment**

Current Freelance, 2007-Present

**Puig Beauty-** Designed ECRM collateral pieces.

**Wiley-Blackwell-** Sell-sheets layout and design, Flash banners.

**Gemgroup-** Direct mail & Flash banner design.

**MTV Networks-** Large format vehicle advertising for network programs.

**The Children's Place-** PoS, PoP & large format window advertising.

**Makovsky + Company Inc-** Power Point presentations.

**Maybelline-** Coop advertising & sell-sheet design.

**Cliff Freeman & Partners-** Produced direct mail mechanicals.

**Trajectory-** Direct mail & editorial advertising.

**Arcades R Fun-** Large format design and retouching.

### **Senior Retoucher/Production Artists**

Dentino Marketing, NJ 2006 – 2007

- Responsible for all imagery released; retouched and photographed for direct mail, media kits, and event promotions.
- Coordinated photo shoots with Art Directors to meet design needs, time, and budget constraints, researched stock photography for designs.
- Also responsible for approving released mechanicals.

### **Art Director/Designer**

CCA Industries, Inc., NJ 2003 – 2005

- Worked on producing ad-campaign strategies for diet and beauty products reflecting current industry standards and trends.
- Supervised team in developing site architecture for retail website, Flash animation, visuals and user interface.
- Worked with Brand Managers from concept to final design to create retail web site.
- Photographed and retouched, sales meeting, web, and package visuals.
- Designed point-of-purchase displays, packaging for diet and beauty product lines.

### **Art Director/Designer**

Blu Orbit Int., NY 1998 – 2002

- Responsible for makeup packaging, advertisement, editorial, and displays for Lancôme Paris, NY.
- Directed photo shoots to be used in national advertisements and displays for Lancôme's makeup line.
- Designed logo and beauty visuals for Berkshire hosiery print campaign and packaging redesign 2001.
- Managed small creative team, maintained and supervised in-house digital studio.

### **Jr. Art Director**

Lancôme Paris, NY 1994-1998

- Responsible for roughs, thumbnails, comps, and mechanicals for printing, managed press checks.
- Designed and produced mock-ups of displays and collateral pieces, PoPs, PoS, for national sales meeting.
- Reported to Creative Director and acted as liaison for photographers and vendors.
- Designed layouts and merchandised Lancôme counters in Macy's and Saks Fifth Avenue for product placement.

### **Education**

Savannah College of Art and Design,  
Bachelor of Fine Arts, Graphic Design, Minor: Art History

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