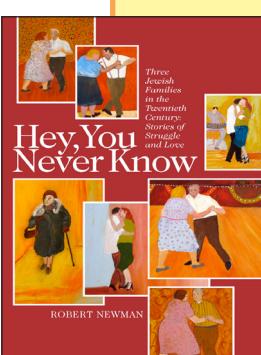
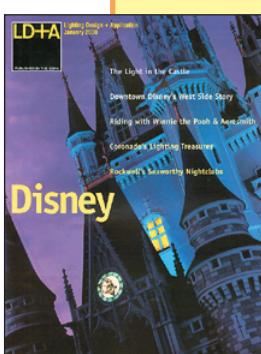


Anthony S. Picco • 707 Ninth Avenue, 5RS • New York, NY 10019

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RECENT ACCOMPLISHMENTS

- Serving as one of the art direction/graphic design judges for the 27th annual I.R.M.A. Awards (International Regional Magazine Association)
- Redesigning The Holmes Group's annual *Agency Report Card* publication, and launching both the European and Asian *Consultancy Report Card*; all are bibles of the PR industry
- Redesigning *Private Label* magazine • Helping launch *@home long island* magazine
- Creating corporate design guide for the IESNA, standardizing the society's image and visual ID
- Transferring IESNA technical journal to PDF-only-format, with annual print-on-demand option



CURRENT FREELANCE • DEC 2003 – PRESENT

Designing all forms of graphics for print. Clients include: **Human Services Council** (annual report) **AR Phoenix Resources** (publication redesign), **The Holmes Group** (various publications & promo), **Stylistic Press** (promo), **NYU** (La Maison Française, NYU MBA Yearbooks, NYU Dental Clinic brochure), **Catholic Home Bureau** (annual reports, posters, & annual charity dinner promo & program), **Trisanta** (retail sales), **20/20 Media, Inc.** (@home magazine) & **EWWilliams Publishing** (magazine re-design, promo).

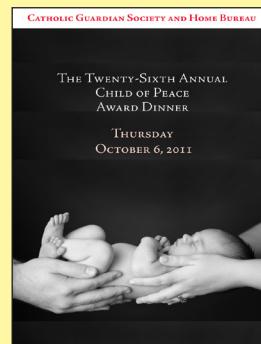
ILLUMINATING ENGINEERING SOCIETY OF NORTH AMERICA (IESNA) • DEC 1986 – NOV 2003

At the IESNA (freelance, then fulltime) I started as an **Assistant Art Director**. Work included specing type, designing the monthly four-color magazine **LD+A** (Lighting Design + Application), and the biannual *Journal of the IES*. I oversaw the introduction of desktop publishing, integrating it with the work flow while simultaneously learning Quark, Photoshop and Illustrator. When I left the IESNA, I was their **Corporate Design Director**, overseeing staff and responsible for the look of all IESNA graphic design output, including the monthly 4/C magazine, catalogs, media kits, book covers, annual reports, posters, brochures, house ads, reader service cards, and mailers; I was managing the webmaster and overseeing the design of the society's website; & choosing and hiring freelancers.

My tenure at the IESNA includes exemplary annual reviews and ongoing promotions.

N.B.C. DEFENSE & TECHNOLOGY • MAR 1986 – NOV 1986 – ART DIRECTOR

Designed bi-monthly magazine (N.B.C. Defense & Technology). Design entire magazine. Supervised staff. Communicated with printers, oversaw printing.



EARLIER FREELANCE WORK • ART DIRECTOR, GRAPHIC DESIGNER, ILLUSTRATOR

Was doing contracted design work for magazines, book covers, logos, record & CD covers, catalogs, mailers, posters, advertising, point-of-purchase displays, black & white and color illustrations and served as quality control representative at printing plants & binderies.

MY CLIENTS INCLUDED:

Fairchild Publishing; Keller Publishing: Beverage World, Periscope; Citibank Publishing: Adventure Road, Amoco Traveler; Earnshaw: Earnshaw's Review, Small World, Int'l Motorcycle Retailers; Details; New Look; Visions Communications; Welstar Publishing; Jameison Publishing; Sullivan Studios; Thomson-Leeds; Muldoon Direct Marketing; Franco DesignMarketing; Nat'l Council of Churches in Christ (NCCC); NY Power Authority; BBW, Inc.; Gitano; Allegro; Best Recordings; Blue Parrot Records

EDUCATION & SKILLS

EDUCATION: BFA/School of Visual Arts, NYC; additional computer classes and workshops

SKILLS: Quark, InDesign, Illustrator, Photoshop, Acrobat, and pre-press & production knowledge

REFERENCES FURNISHED UPON REQUEST.