

Peter J. Carey

Creative Director

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www.petercareydesign.com

- Experienced and visionary creative director, with exceptional “hands-on” graphic design ability.
- Results-oriented team member who thrives in providing strategic and creative direction for multi-channel projects, from concept to execution.
- A highly successful history working across diverse categories, providing design solutions that strengthen, influence, and advance the brand’s presence.
- A proven design leader and strategic partner who translates project goals into creative excellence.

PROFESSIONAL EXPERIENCE

■ WebMD Health Corp.

Creative Services Director, Corporate Communications & Brand Strategy

(April 2014 - present)

Joined as Senior Manager, promoted to Director based on my performance and leadership of the brand’s creative services design efforts.

- Design and art direct all aspects of Corporate communications, marketing collateral, brand activations, events, presentations, logo development, product launches and customer-facing materials.
- Drive a more coordinated visual approach for multiple lines of business that is strongly associated with a Corporate WebMD brand. Strive to ensure that all design maintains the brands’ standard of innovation and excellence.
- Develop and coalesce brand guidelines and ensure acceptance by stakeholders. Collaborate with marketing, communications and business unit leaders to define a consistent system of assets for use in external and internal communications, collateral, sales presentations, websites, and advertising.
- Support and art direct marketing partnerships. Ensure that all work is informed by and reinforces the brands promises while delivering on marketing and programming goals.
- Maintain fiscal responsibility by working closely with project/production managers, to develop estimates, budgets and schedules. Direct and manage a network of creative resources and supervise projects to ensure deadline completion and meet requirements of stakeholders.
- Partner with Public Relations and Sales teams to bring innovative recommendations and best practices to WebMD’s content creation activities/model.

■ New York Daily News

Senior Designer, Marketing/Sales Support (April 2010 - April 2014)

■ U.S. News & World Report | Fast Company | The Atlantic Monthly | Radar

Design Director, Corporate Marketing (December 1998 - March 2010)

■ Good Housekeeping – Hearst Communications

Art Director, Marketing (October 1996 - December 1998)

■ Condé Nast Traveler – Condé Nast

Graphic Designer, Marketing (October 1994 - October 1996)

■ Advertising Age – Crain Communications Inc.

Promotion Designer, Marketing (June 1991 - October 1994)

■ Ziff-Davis Publishing

Mechanical Artist/Production Coordinator (March 1990 - May 1991)

■ Sirius Advertising

Graphic Designer (October 1989 - February 1990)

SPECIALIZATIONS:

- Cross platform digital, print and email design
- Social network creative
- Consumer and trade advertising design
- Events/onsite activations and buildouts
- Logo/product identity development
- Retail and co-branded partnerships
- Corporate identity and brand guidelines
- Employee communications/newsletters
- Public Relations assets and infographics
- Corporate Social Responsibility collateral
- Multi-media presentations
- Logo development and design
- Content-based marketing efforts
- Content management systems/asset libraries
- Corporate Investor site design
- Sizzle reel/video production
- Photo shoot direction
- Package design and media kits
- Advertorials

CLIENTS:

NYU – Tisch School of The Arts,
The Magazine Group, Travel Holiday,
Eating Well, Woman’s Day, Mirabella,
Traditional Home, Working Mother,
American Park Networks, Family Circle,
The National Kidney Foundation, Amtrak,
American Red Cross of Greater New York,
Columbia University, St. Mary’s Hospital,
Children’s Miracle Networks Hospital,
Tiki Barber Golf Tournament at Baltusrol,
Collective Media, Upwardly Global,
Open University Foundation, Cynopsis Media,
Cannes Advertising Festival, Coro NY,
American Management Association,
International Business Forum, Car & Driver

SKILLS

- Experienced in Macintosh and PC systems using Adobe InDesign, Photoshop, Illustrator, Fireworks, Flash, Dreamweaver, Quark, Powerpoint, Keypoint, HTML and CSS.
- Exceptional written and verbal communication abilities.
- Client and vendor relations/negotiations.

EDUCATION

Kean University

Bachelor of Fine Arts, Visual Communications