

Peter J. Carey

Creative and Design Professional

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www.petercareydesign.com

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

PROFESSIONAL EXPERIENCE

■ WebMD Health Corp. – (April 2014 to present)

Creative Services Director; Corporate Communications, Marketing & Brand Strategy
Hired as *Senior Manager*, promoted based on my performance and design leadership of the brand's creative services efforts.

- Provide creative direction and design support for all aspects of corporate communications, marketing/sales collateral, brand activations, industry events, social media, public relations, campaigns, presentations, promotions, corporate social responsibility, and WebMD Magazine. In partnership with business unit leaders lead the development of logos and creative assets for new product launches and services.
- Develop and coalesce brand guidelines and ensure acceptance by stakeholders. Collaborate with team leaders to define a consistent system of assets for use in external and internal communications.
- Provide design direction for WebMD Brand Studio to create revenue-generating branded content marketing solutions. Participate in brainstorming in response to RFPs to develop innovative visual concepts. Oversee mock creation that pitch ideas and present the user experience of programs to client stakeholders.
- Support and art direct all marketing and sales partnerships. Ensure that work is informed by and reinforces the brands' promises and level of excellence while delivering on program goals.
- Direct and manage a network/staff of creative resources, supervise projects to ensure scheduled completion while delivering all requirements of stakeholders. Maintain fiscal responsibility by managing project production teams to develop estimates, budgets and timelines.

■ NYDailyNews.com

Senior Designer, Marketing & Advertising (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 and print design
- Social media
- Advertising campaigns
- Industry event 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
- User Interface Design/Wireframes
- Corporate social responsibility collateral
- Custom sales presentations
- Branded content/native advertising
- HTML email blasts
- Direct mail
- Content-based marketing efforts
- Content management systems/asset libraries
- Corporate investor site design
- Sizzle reel/video production
- Photo shoot direction
- Package design

FREELANCE CLIENTS:

Upwardly Global, Urban Pathways, Coro NY, NYU- Tisch School of The Arts, Family Circle, The Magazine Group, The National Kidney Foundation, American Red Cross of Greater New York, Columbia University, St. Mary's Hospital, Children's Miracle Networks Hospital, Open University Foundation, Collective Media, The Archdiocese of New York, Latino Expo, Tiki Barber Golf Tournament at Baltusrol, Cannes Advertising Festival, Cynopsis Media, American Management Association, Eating Well, Woman's Day, Travel Holiday, Traditional Home, Working Mother, American Park Networks, Mirabella

SKILLS

Experienced in Macintosh /PC systems using Adobe InDesign, Photoshop, Illustrator, Sketch, Fireworks, Flash, Dreamweaver, Powerpoint, Keynote, HTML and CSS. Exceptional written and verbal communication abilities. A strong team leader with great people management skills.

EDUCATION

Kean University - Union, New Jersey
Bachelor of Fine Arts, Visual Communications