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## Professional Summary

Creative and versatile Senior Graphic Designer and Art Director with 15+ years of experience crafting visual identities, marketing campaigns, and branded experiences across diverse industries including hospitality, financial services, retail, and non-profits. Expert in strategic brand development, integrated design systems, and digital/print media. Adept at leading projects from concept to completion, collaborating with multidisciplinary teams, and delivering high-impact creative solutions that drive engagement and elevate brand presence.

## Professional Experience

### Senior Brand Designer

**TMP Restaurant Group** – LONG ISLAND, NY | 2013–2025

- Led brand development for multiple restaurant concepts including That Meetball Place, Portly Porker, Millie's Smash Bar, and Aces and Eights Cocktail Club.
- Created full identity systems with logos, custom graphics, iconography, illustrations, and photo style guides.
- Developed brand voice, tone, and storytelling in alignment with target audiences and business strategy.
- Designed menus, signage, websites, and environmental graphics in close collaboration with ownership and chefs.
- Produced advertising and promotional collateral, including print/digital ads, social media campaigns, merchandise, and server uniforms.

### Senior Graphic Designer

**The Taylor Group** – BOSTON, MA | 2018–2019

- Designed large-scale environmental and exhibition graphics for international trade shows, corporate events, and product launches.
- Collaborated with Account Director to ensure quality standards were met to client satisfaction, pre-press deliverables were executed in a timely manner and strict brand guidelines were followed for all client projects.
- Clients included Keurig Dr. Pepper, Celgene, OSRAM.

### Senior Brand Designer / Interim Creative Director

**Optima Group, Inc.** – FAIRFIELD, CT | 2011–2022

- Collaborated with Creative Director to execute brand identity systems, websites, and integrated campaigns for financial services clients across wealth management, fintech, and institutional sectors.
- Created digital presentations for advisor communications, product rollouts, and client engagement.
- Designed for social media campaigns, educational videos, thought leadership, newsletters, email marketing, client outreach.
- Supported new business development by executing visual strategy and creative for brand concept pitches.
- As Interim Creative Director, led senior creative teams in developing brand concepts for new business opportunities, partnering closely with account teams and executive leadership. Managed a team of designers, overseeing daily workflows and ensuring the on-time delivery of marketing and communication assets.
- Clients included Hightower Advisors, Washington Trust, Luma Wealth Advisors, Spruce Investment Advisors, Klingenstein Fields Advisors, and Palisade Capital.

### Senior Graphic Designer

**Crystal Bridges Museum of American Art** – BENTONVILLE, AR | 2009–2010

- Collaborated with Director of Marketing during the museum's pre-launch phase to promote visibility and excitement through off-site exhibitions and events.
- Created brochures, postcards, interior and exterior signage, street banners, invitations, digital advertising, and program logos for Museum sponsored exhibitions and community programs.

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## Professional Experience *(continued from previous page)*

### Senior Art Director

#### Catapult Marketing – LOS ANGELES, CA | 2005–2009

- Provided senior-level art direction for retail promotional campaigns and brand partnerships for CPG clients.
- Concepted and designed in-store displays, point-of-sale materials, direct mail, print and digital ads, brochures, and sales kits to support nationwide product launches and retail initiatives.
- Collaborated with Copywriters and Creative Directors to brainstorm and execute campaigns.
- Directed production across teams of designers, illustrators, photographers, and print vendors.
- Clients included Mars Petcare, Foster's Wines, DelMonte, Uncle Ben's, Beam Suntory, and Sunkist.

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### Art Director

#### J. Walter Thompson – LOS ANGELES, CA | 2004–2005

- Concepted and designed brand collateral for Symantec Security Software, and Bolthouse Farms Carrots and Juices including print ads, out-of-home (OOH), retail displays, tradeshow graphics, stadium signage, sales kits and brochures.
- Directed photoshoots, collaborating with Photographers, Stylists and internal teams to develop branded visual content. Worked closely with Print Production Director, and Graphic Designers to ensure quality final output.

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### Studio Manager / Senior Graphic Designer

#### J. Walter Thompson – LOS ANGELES, CA | 2001–2004

- Managed studio operations, staffing, and production workflows for multi-million dollar global and regional advertising accounts.
- Performed duties as Senior Graphic Designer, collaborating closely with Creative Directors and AD/CW teams to produce high-quality branded content and prepare files for multi-format distribution.
- Clients included Symantec, Childrens Hospital Los Angeles, Bolthouse Farms, Bandai

#### ADDITIONAL EXPERIENCE:

Cornell University | DDB Los Angeles | March of Dimes | Ryan Partnership LA

## Education

UMass Dartmouth–College of Visual and Performing Arts, New Bedford, Massachusetts: **Bachelor of Fine Arts (BFA) in Painting and Graphic Design**

#### COURSES AND CERTIFICATIONS:

- **Charter Oak State College**, New Britain, CT: *Connecticut Online AI Academy, Certificate*
- **Southern Connecticut State University**, New Haven, CT: *Art Education Courses*
- **School of Visual Arts (SVA)**, New York, NY: *Web Design Courses*

## Skills

**Technical Proficiency:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), WordPress, Figma, Canva, PowerPoint, Midjourney AI

Portfolio can be viewed at [knolan.com](http://knolan.com)

References available upon request.