

**EXPERIENCE**

## Publishing

**Houghton Mifflin Harcourt**  
 Boston, Mass. 1995-2017

### Senior Design Architect

- Lead Prototype Designer-responsible for complex graphic/navigation/style guide development for all HMH disciplines. Focus on Primary, Middle and High School.
- Cover design/development of Math/Spelling/Reading programs-combination of Print and Augmented Reality
- Oversee and create print and web design, from concept to completion on HMH Math, Reading and Science programs.
- Developed brand identity, UI, Web, App, print and illustration for various HMH products
- Strong communication and collaboration skills with internal design/editorial teams and outside vendors
- Conceptualize, create and execute high end design in all print/promotional/marketing for CA Reading program related material for HMH Marketing Department
- Lead Designer for HMH new corporate office at 125 High Street Boston. Design/collaboration with HMH CEO/ SVPs, Visnick Architects and Motiv Design with a \$125 Million dollar budget. Winner of Best of Boston 2017 Interior Award.

## Freelance Publishing

Design/Illustration 1986 - present

### Dinardo Designs

Concord, MA 2017 - present

### Graphic Designer/Manager

- Art direction/ Design Pearson Education English/Spanish Leveled Readers Program
- Design/development of GK-6 Magazines for Heinemann Press

### Organizational Learning

Boston, MA 2018

### Creative

- Branding/Identity, Logo Design, design and execution of workbooks, User Guides and power point presentations.

### DAO Investments

Boston, MA 2018

### Creative

- Branding/Identity, Logo Design

## Past Experience

Lesley University  
 Cambridge, MA 1998-92017  
 Art Juror for Senior portfolio review

Sandy Barnett Studio  
 NY, NY 1988-89  
 Graphic Designer

2010 Advertising Studio  
 NY, NY 1989-90  
 Graphic Designer

Randolf and Tate Art Advisors  
 NY, NY 1987-88  
 Art Researcher/Buyer for  
 Rupert Murdoch

**SKILL SET**

### Programs

Adobe Creative Suite:  
 Adobe Photoshop  
 Adobe Illustrator  
 Adobe InDesign  
*Knowledge of:*  
 Adobe Flash  
 Adobe Dreamweaver  
 Microsoft Office

### Design Skills

Logo & Branding  
 Corporate Identity  
 Product Design Concept  
 Typography  
 Digital Illustration  
 Drawing  
 Layout & Composition

Creativity  
 Cooperation  
 Communication  
 Organizing  
 Packaging  
 Icon & Signage  
 CDs

Advertising  
 Annual reports  
 Calendars  
 Conference materials  
 Direct mail brochures  
 Exhibit graphics  
 Fundraising materials

Invitations  
 Merchandising  
 Posters  
 Sales incentives  
 Trade shows  
 Website design

**CLIENTS**

Appalachian University  
 Aqua Foam Pool Products  
 BlueBay Real estate  
 Boston Living Center  
 Coldwell Banker Realty  
 Connecticut River Lumber Company  
 Dao Investments  
 Design+Build Contracting  
 Fenway Community Health Event branding  
 Food Network Media Branding  
 Global Posters/Showtime/HBO  
 Go Green Pro Clean Branding  
 HAWX Open Ocean, LLC

Health Resources in Action/  
 -The Medical Foundation  
 High Country Triple Crown Marathons  
 Jon Macey\_Intention-CD  
 Maine Department of Public Health  
 Mylight-Boston University  
 NJ Communications Branding  
 Organization Learning Group  
 Streetfeet Books  
 Summit2Shore Consulting LLC  
 Terrace Cafe Restaurant  
 Urban X Real Estate

**EDUCATION**

**Fashion Institute of Technology, N.Y.:**  
 AS in Advertising Design 1989

**State University of New York at Oneonta:**  
 BS in Fine Arts 1988

**School of Visual Arts, N.Y.:**  
 Computer Programing 1989

**New England School of Design, MA:**  
 Computer Programing 2004

**Mass Art:**  
 Wed Design/Dream Weaver 2014

**NRT: Coldwell Banker Real Estate LLC:**  
 Real Estate Sales Agent  
 License 2017-present