



# TONY GAMINO

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## SKILLS /

### TECHNOLOGY:

**Expert:** Adobe CS (InDesign, Photoshop, Illustrator, Dreamweaver); Responsive Web (HTML5, CSS3, Twitter Bootstrap, and WordPress); User Experience and User Interface design (UX/UI); K4 publishing system; Quark XPress; Microsoft Office (Word, PowerPoint, Excel); Apple iLife.

**Proficient:** Adobe After Effects and Flash, JavaScript and Final Cut Pro.

**OTHER:** A strong background in photo direction with a diverse portfolio showcasing bold and elegant imagery ranging from lifestyle and still life to portrait and corporate environments.

## EDUCATION /

The New School,  
MS, Media Management,  
New York, NY

City College Of New York,  
BA, Literature, Communications  
& the Arts,  
New York, NY

Georgia State University,  
BFA Program, Graphic Design,  
Atlanta, Georgia

## CERTIFICATES /

Introduction to Marketing by University of Pennsylvania, Wharton Business School, on Coursera. Certificate earned in May, 2015

Introduction to Financial Accounting by University of Pennsylvania, Wharton Business School, on Coursera. Certificate earned in June, 2015

## AWARDS / HONORS

**WINNER:** 2009 Jesse H. Neal Award for best single article, *Pharmaceutical Executive*, "Fight Resistance"

Selected to edit *Immediacy*, the online journal of The New School's MA in Media Studies

## PROFESSIONAL ORGANIZATIONS /

American Institute of Graphic Artists (AIGA)  
University & College Designers Association (UCDA)

## EXPERIENCE /

### Queensborough Community College, City University of New York, NYC

**Director of Creative Services, 07/2015 –** Develops, implements, and oversees College-wide marketing plans to achieve institutional goals. Designs and executes a comprehensive strategic plan for marketing, advertising and communications. Develops overall advertising and media strategies to achieve image, awareness, enrollment, recruiting, and/or fundraising goals. Provide professional and managerial oversight of a broad range of marketing programs and tools, including digital, print, mail, broadcast, social, and other media. Manages and develops internal staff and external resources.

### Teneo Holdings, NYC

**Creative Director, 07/2013 – 07/2015**  
Teneo is a global advisory agency that partners exclusively with the CEOs and senior leaders of many of the world's largest and most complex companies and organizations, several of which are *Fortune* 100 companies. Responsibilities include overseeing the visual direction of all the projects that we produce for our clients, including branding and identity, marketing and promotional materials, social media campaigns, books, brochures, annual reports, presentations, and data visualization. Recent projects include:

- Development and launch of the Billie Jean King Leadership Initiative ([bjkli.org](http://bjkli.org))
- Pitch, creation and launch of a major campaign for the Coca-Cola Company
- Select clients include AOL, Caesars, Dow Chemical, McDonalds, and UBS

### The New York Enterprise Report (NYER), NYC

**Art Director, 12/2009 – 07/2013**  
Now a member of the *Smart CEO* family, *NYER* was a magazine and informational resource for small businesses located in the greater New York City area. Responsibilities of the Art Director included the direction and selection of photography, retouching, the design of the covers, features and departments, and the creation of infographics and supplemental marketing and promotional materials. I oversaw a complete redesign and rebranding of the magazine.

### Pharmaceutical Executive, NYC

**Art Director, 11/2006 – 10/2009**  
*Pharmaceutical Executive* is a Neal Award-winning monthly magazine published by Advanstar Communications. It focuses on the business aspects of, and trends in, the Pharma industry. Responsibilities include all aspects

of the magazine creation process, from conceptualization through production. Extensive creation of charts and infographics and the assigning of photography and illustration is also required. I was rewarded for my efforts at this title with a Neal Award in June of 2009.

### Ziff Davis Custom Solutions Group, NYC Senior Graphic Designer,

**05/2006 – 11/2006**  
Responsibilities included producing custom publications including *StateTech* and *EdTech* magazines, as well as the creation of white papers for such leading technology companies as Toshiba, IBM, Dell, CDW and Unisys. The authoring of e-newsletters, web banners, and maintenance of web sites for the aforementioned corporations was also performed.

### Market Watch, NYC

**Art Director, 05/2005 – 05/2006**  
*Market Watch* is published 8 times a year by M. Shanken Communications, publisher of *Wine Spectator*, and covers the beer, wine and liquor trade industries. In addition to the design of the publication, the Art Director position requires extensive photographic production, from conception and the selection of photographers, props, and locations, to the art direction of the shoots. I was successful in my goal of revamping the title, giving this trade publication tremendous newsstand appeal.

### Wine Spectator, NYC

**Assistant Art Director, 06/2001 – 07/2005**  
**Graphic Designer, 04/2000 – 06/2001**

The Assistant Art Director position is responsible for the assignment and selection of photography and illustration relating to feature and department content; the propping, art direction and styling of photo shoots, both on and off location; the design and layout of stories with attention paid to synergy, composition, balance and dynamism between editorial content and photography and illustration. I established strong relationships with leading photographers and illustrators. I provided supervision, guidance and support for a number of departments outside of my responsibilities and was promoted to this position after only one year. Circulation increased from 323,000 to 382,000 during my tenure.

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