jim sullivan

**Art Director**

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PORTFOLIO

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# LINKS

<https://www.linkedin.com/in/jimonline1>

Available for   
freelance or staff

Open to relocation

# OVERVIEW

Jim Sullivan is a strategic, integrated, 360°, conceptual, multimedia, multicultural art director and writer with extensive proven experience. His skills include hands-on and management capabilities in interactive, print, environmental and broadcast media. He is a creative, artistic, and innovative professional with a strong background in computer graphics applications and visual design. He has won numerous awards for his art direction, design, and copywriting.

# EXPERIENCE

## Consultant :: New York, NY — *Integrated Art Director*

### 2008 - PRESENT

Ongoing freelance work. Types of projects include advertising campaign concepts, branding and logo design, web design, banner ad design, interactive design, presentation design, trial graphics, print design, and website copy development.

Clients include Ogilvy Commonhealth: Intercept Pharmaceuticals Ocaliva; Palio: Otezla, IDHIFA; Grey Healthcare Group; Havas Tonic: Genzyme, Lemtrada, Praluent; FCBHEALTH: Opdivo, Kyprolis, Viekira, Qsymia ; Copper Development Association; The Big Arrow Group; Blue Cross Blue Shield of NJ; Concentric Healthcare Advertising for client Ferring Pharmaceuticals (Prepopik brand); Edelman for client NuStep (website); Ovis Creative for hedge fund and banking clients Aquilo Partners and Lind Partners, etc. (company websites); Suann Ingle Communications for investment banking and pharmaceutical clients (trial graphics); Rosetta for client Allergan (Optive); Cline Davis & Mann for client Janssen Pharmaceuticals (Xarelto); AgencyRX for clients Orion (Dexdor), Novartis (FocalinXR), and Celgene (Istodax); Cadient Group for client Vivus (Qnexa), and AstraZeneca (Brilinta and Symbicort); Boomerang Pharmaceutical Communications (company website); Pacific Communications Allergan (Lastacaft)

## FCBHealth :: New York, NY — *Group Art Supervisor*

### 2006-2008

Clients included: Merck; Januvia, Janumet, Cozaar Hyzaar, CV Metabolics, Gonal-f, Pergoveris: Bristol-Meyers Squibb; Sustiva: MedImmune; FluMist: Avant/GlaxoSmithKline; Rotarix

Reported to the Creative Director. Partnered with and/or Supervised Creative Staff and Outside Vendors. Presented to clients. Worked with account and creative teams on Branding Development and Standards, Interactive UI, Print, Convention, Packaging, Concept, Design, Development, and Production of Integrated Advertising Campaigns.

## BrandAgents :: New York, NY — *Creative Director*

### 2000-2006

Clients included: Lutheran Health Care, Lutheran Medical Center, Lutheran Family Health Centers, Services for Older Adults, Bay Ridge Inter-Agency Council, Community Care Organization, Inc., Koehler Iverson Advertising, Inc; Group Health Incorporated, First Option Health Plan, Inc., Mingtai Chemical, Takeda Chemical, Amalgamated Bank, Lutheran Medical Center, LyonHeart, Flaum Partners, MDC Group, CCG Metamedia, Great Companies Investment Management

Developed, presented, sold, successful, award-winning integrated, multimedia, multicultural marketing plans to senior management. Delivered and sold work that consistently exceeded client expectations, expanded agency capabilities and enhanced the reputation of the firm. Managed firm including accounting, profitability, cash-flow management, staffing, resourcing and profitability. Managed projects involving client’s internal stakeholders and outside suppliers. Supported Client Directors initiatives by helping them sell internally. Created successful RFP Response Documents and Proposals, ideas, strategies and solutions. Developed efficient workflow processes.

# SKILLS

**Design**

Interactive and multimedia Art direction and design, UI, UX, copywriting, marketing, and project management. Vision, ideation and strategic concept development tied to strategy and tactics based on data, empathy and insight. Presentation of solutions linked to strategy and tactics. Management experience nurturing clients, talent and vendors.

**Software**

Mac and Windows, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe Experience Design, Acrobat, Premiere Pro, After Effects, Audition, Encore, Media Encoder, Flash), Sketch, Axure RP Pro, HTML5, CSS3, Microsoft Office (Word, Excel, PowerPoint, Visio, Project), Keynote, Google Docs, Prezi, Blender 3D, WordPress, QuarkXPress

# CERTIFICATIONS

## Aquent Gymnasium :: New York, NY — *Coding for (Professional) Designers*

## Skills Covered: HTML5, CSS3, JavaScript, Twitter Bootstrap Framework, prototype designs into working web pages; troubleshooting layout and code issues; web typography; mobile first approach;

EDUCATION AND PROFESSIONAL DEVELOPMENT

## School of Visual Arts :: New York, NY — *BFA, Graphic Design*

Coursework included graphic design, film, and fine art foundation: drawing, painting, and photography as well as macro economics at Baruch. Completed additional post graduate coursework in advertising concept and portfolio development.

## NYU :: New York, NY, 2 CEU’s — School of Continuing & Professional Studies, Marketing & Management Institute Integrated Marketing Communications: marketing planning and budgeting, advertising, promotion, direct marketing, sales, public relations, event marketing, and digital media.

## Pharmaceutical Advertising Council, Inc. :: New York, NY — *Practical Applications of Pharmaceutical Marketing*

## The regulatory environment; legislative issues; liability; the dynamics of the creative process (promotional campaigns, marketing objectives. Strategy, brand positioning, communications planning, industry creative work review, case histories, effectiveness). Courses: Developing the promotional program; the marketing function and plan; nonprint media; market research; public and professional relations; the communications mix; how to promote within the regulatory environment; evaluating the creative product and the marketing program.

## Second Wind :: Chicago, IL ­— *Complete Agency Management Seminar*

## Account Service; Traffic, Estimating and Production; Media Skills

## The Workshop in Business Opportunities, Inc. :: New York, NY — *Business Management Training Program*

## SkillPath Seminars. :: New York, NY — *Managing Multiple Projects, Objectives and Deadlines*

## Toastmasters International. :: New York, NY — *Communication and Leadership Program*

# AWARDS

# Healthcare Advertising Awards (for Lutheran Medical Center)

# Gold: The Right Hospital, Outdoor Transit/Billboard

# Merit: Your Healthcare Family, Radio Advertising/Single Spot

# Merit: Level One Trauma Ambulance Graphics

# Silver: Patient Handbook, Patient Handbooks

# Silver: Level One Trauma Center, Outdoor Transit/Billboard

# Merit: FemCare Ribbon, Print Ad

# Silver: FemCare Bone, Print Ad

# NJ Advertising Club (for First Option Health Plan) ,

# Direct Mail

# Outdoor/Transit

# Rx Club Award of Excellence (for Merck Sharpe & Dohme)

# Losec launch campaign, Campaign

# Rx Club Award of Excellence (for Warner Chilcott)

# “She Wants To Feel Cared For”, Print Ad

# Partnership For A Drug Free America Ad Contest

# “Too many…”, Print Ad