

CHARLES T. BOSTIC III

718-715-2268 • bostic32@hotmail.com • www.bosticonline.com

SUMMARY

Senior graphic designer with 25 years of experience covering all areas of design, including corporate branding, package design, logos, magazines, Paste-up and mechanicals, media graphics, Web (front-end) design, print (pre-press) and working with licensed products and characters.

Familiar with standard practices within the industry and knowledgeable of current graphic design software used for promotions, advertisements, films, direct mail, packaging, and instructional material for websites and CD-ROMs. Generating and manipulating graphic images, animations, sound, text, and video into consolidated and seamless multimedia programs. Remaining current with technological advances is a high priority and being able to identify areas of use in the industry, and an ability to work with minimum supervision to produce high-quality creativity and provide critical adherence to standards are also an important part of my professional regimen.

PROFESSIONAL EXPERIENCE

MAGNA LEGAL SERVICES

09/2013 – 05/2017

320 West 37th Street, New York, NY 10018

Senior Graphic Designer

- Worked seamlessly to support Magna Legal Service clients in preparation for trial, arbitration, or other litigation-related events on a local and national level to grow the Trial Services Practices
- Developed a compelling visual communication graphics and execute strategy for attorneys during the litigation process
- Responsible for leading and generating PowerPoint presentations to ensure high-quality client service, as well as coaching and developing graphics for on-site litigation team
- Comprised graphics to work with trial technology and jury consulting presentation
- Partnered with Art Director and Project Managers to develop internal and external marketing concerns
- Collaborated with Vice President of Sales to create primary visual communications for engagements and conferences such as logos, post cards, Flyers, Takeaways, PowerPoint presentations, media graphics, magazine ads, event presentations, Social representations ads and web design layouts. And of the process pre-press management (outsourcing, proofing, ordering, and going on press checks to printers)
- Leveraged experience to refine and present complex themes in a simplified, compelling format using the latest presentation technologies available
- Traveled as required to supply litigation support, attend trials and staff on-site engagements
- Filed daily reports and memorandum for clients regarding status of graphic presentation process and relevant records are produced
- Created coded HTML emails and posted to social media sites (i.e. Twitter and Facebook) as part of a national marketing campaign

TRIALGRAPHIX

10/2010 – 06/2013

216 East 45th Street, New York, NY 10017-3304

Graphic Designer/Info-Designer

- Worked with the top 20 litigation firms throughout the United States, helping TrialGraphix firm become the most trusted source for litigation consulting.
- Managed large scale litigation projects combining technology, creative thinking and excellent problem solving to design innovative and comprehensive solutions.
- Leveraged experience to refine and present complex themes in a simplified, compelling format using the latest presentation technologies available.
- Capitalized on skills in PowerPoint, Photoshop, Illustrator, Word, and Excel for numerous clients such as Loeb & Loeb, Kirkland, Boies and other law firms around the United States.

SENIOR LENDING NETWORK / WORLD ALLIANCE FINANCIAL**10/2006 – 12/2009****3 Huntington Quadrangle, Melville, NY 11747***Sr. Graphic Design Specialist/Web Designer*

- Created and managed the “Robert Wagner Reverse Mortgage Campaign” on the PC platform which entailed branding solutions, web and email marketing campaigns, presentation booths, and direct mail campaigns. This included layouts and production changes to various campaigns with an agreement to U.S. Department of Housing and Urban Development and the senior reverse mortgage industry. Additionally, established the industry standard in the advancement of practices.
- Created and supervised the production of one of the company’s subsidiaries - Lender Lead Solutions, which pertained to email marketing, marketing branding logos, ad mailers and direct marketing pieces, proofs, and PDFs of the completed jobs.
- Oversaw three major rebrandings of the company’s major sites, which consisted of front end creation of three major websites (lenderleadsolutions.com, worldalliancefinancial.com & seniorlendingnetwork.com) resulting in a 200% increase in traffic and registration to the company’s flagship site seniorlending-network.com.
- Designed and administered flash banners and gif animations consistent with sizing restraints for www.reversemortgagedaily.com consistent to the company’s website rebranding.
- Coordinated between marketing and web development departments in the implementation of existing backend to coincide with new frontend user-ability. Rebranding and reassessment of the wholesale dashboard for the sales force and creation and Application Company’s intranet.
- Created and coordinated all Senior Lending Network’s magazine ads, newspapers, and billboards. Managed daily workflow of projects between copy and production, oversaw the artistic design of advertisements and print materials worked closely with the copywriter to cultivate the right look and message for our senior audience.
- Responsible for the quality control of images for the finished product, choosing photographers, managing shoot campus, props decisions and positioning of actor-spokesman Robert Wagner when necessary and responsible for retouching any final images for definitive presentation.
- Coordinated with printers on paper and ink quality to find the most cost-effective print presentation solution.

HENRY SCHEIN PHARMACEUTICALS**10/2005 – 9/2006****135 Duryea Rd., Melville, NY 11747***Sr. Graphic Designer/Production Artist*

- Finalized changes to various catalogs (including sports and medical catalogs) on the Macintosh platform that included data such as item names and numbers, prices, descriptions, and groupings. Required expert knowledge of Photoshop, QuarkXPress, Illustrator and Pre-flight programs.
- Consulted with the art director guidelines on preparing product information. Overcame the issue that most native data from corporate inventory systems lacked comprehensive product name and description copy. Managed image placement, correction and adjustments where needed when additional copy was necessary for catalogs.
- Created ad mailers and direct marketing pieces, proofs, and PDFs of completed jobs.
- Manipulated multiple product logos for catalogs.

THE BRAVO GROUP/YOUNG & RUBICAM INC.**10/2003 – 5/2005****20 Copper Square, New York, NY 10003/285 Madison Avenue, New York 10017***Graphic Designer/Jr. Art Director*

- Coordinated with account executives, art directors, and traffic on creative materials for the Macintosh platform according to the instruction provided by clients on repurposing major ad campaigns (such as Sears, Budweiser, and Banco Popular) from English into Spanish markets.
- Aided in the production of Hispanic advertising and marketing campaigns. Met with account services and interactive teams to ensure consistency across all media forms (website, print ad, storyboard, etc.).
- Responsible for changes to layout, art and copy handed over from the art director; designed and produced changes for leading product companies, including Mazda, Phillip Morris, Kraft, United States Postal Service, AT&T, and Citibank.
- Created comps for a diverse number of client presentations to illustrate the functionality and look.
- Responsible for the collection and printer coordination of final layouts including color correction, adjustment and final overview artwork and retouches of finalized materials, before disc collection or FTP.

TACTICA INTERNATIONAL
11 West 42nd Street, New York, NY 10003

01/2002 – 10/2003

Art Director/Graphic Designer/Package Designer

- As a package designer created effective designs on the Macintosh platform which promoted brand integrity and ensuring premium product positioning in the retail centers. This required a strong understanding of product presentation, package-oriented production, dies and printing processes.
- I was often required to have managerial skills along with keen presentation skills and was and to be familiar with practices of design programs such as Quark X-Press and Adobe Photoshop, and Adobe Illustrator.
- Supervised all pre and post-production four-color package designs of full conceptual layouts as well as collect for production finalized files for printing.
- Created custom packages for Igia products, including Derma-Cleanzer, Brush-n-Color, Lazervac, Stitch-N-Go, Little Princess and Bead Wonder.
- Designed support materials for emerging product such as posters, postcards, inserts, mailers, sales sheets as well as point-of-purchase displays.
- Acted as a photographer in most cases of the products final package designs presentation.

FERRANTI & SCHIUMO, INC.

12/2000 – 4/2001

655 Third Avenues, New York, NY 10017/255 Curtis Point Drive Mantoloking, NJ, 08738-1204

Graphic Designer/Production Artist

- Closely followed the art director guidelines on preparing product image presentation for the Macintosh platform.
- Produced postcards, inserts, mailers, sale sheets and point-of-purchase displays. Manipulated project layouts for Maybelline, L'Oreal cosmetics for pre-design, conceptual layout as well as final production.
- Managed image placement, color correction, and adjustments that where needed when the additional copy was added before final presentation, art director's final approval, and preflight collection.

COMPUTER SKILLS

IBM environment: Adobe Creative Cloud (Photoshop, Indesign, Illustrator, Muse, Animate, Premiere Pro, Lightroom, Audition, Acrobat Pro, Bridge), Microsoft Office 2016 (Excel, PowerPoint, and Word), Corel Draw 18, Vector Magic 14, QuarkXPress 2017, Suitcase Fusion 6.

MACINTOSH environment: Adobe Creative Cloud (Photoshop, Indesign, Illustrator, Muse, Animate, Premiere Pro, Lightroom, Audition, Acrobat Pro, Bridge), Microsoft Office 2013 (Excel, PowerPoint, and Word), QuarkXPress 2017, Markzware Flight Check, Suitcase Fusion 6.

EDUCATION

University of Hertfordshire, Hatfield, Hertfordshire, AL10 9AB, UK
Bachelor of Creative Arts and Design: **Major** Graphic Design

National Seminars Training; Adobe Photoshop Users Conference
Course Training: Advanced Photoshop Techniques

**The CUNY Institute for Software Design and Development (CISDD),
Information Technology Education Program; Certificate in Information Technology Education Program**
Course Training: Web Designer and Developer Training Intensive training course in MS. Office, Web design technologies, and Theory, HTML, CSS, Dreamweaver, Flash, Fireworks, and JavaScript

Pratt Institute - Manhattan, The Puck Building, 295 Lafayette Street, New York, NY 10012
Associate of Fine Arts: **Major** Illustration/**Minor** Graphic Design

RELATED SKILLS

Illustration: Air-brush, Oil & Water Painting, Traditional Penciling, Digital Painting. Photography: 35mm, Black & White and DSLR Photography.