



MARA PANZAR

Art Director, Strategic Thinker,
Endemic Doodler

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EXPERIENCE

Truth Central Creative

McCann Worldgroup, Feb 2014 - Present

Help build and art direct new global strategic process across all sister companies within IPG. Art direction and design for: all global research studies (digital presentations and all print collateral), all outward-facing collateral (website redesign, social media assets, product design, press release and promotional items), all internal communications (digital newsletter redesign, presentation design and guidelines, event design including room dressing, invitations, and various print collateral), all new and growth initiatives (logo and branding for new committees, leveraging existing assets). Provide art direction and liaison between various agency departments, including senior leadership team. Create templates and direct freelance designers in the design process into project completion.

New Business Designer

McCann New York, Apr 2013 - Jan 2014

Lead design efforts of the New Business pitch process and continually introduce innovation in marketing collateral. Take high quality creative outputs from initial concept phase to completion while managing multiple projects simultaneously and meeting aggressive deadlines. Create a multitude of marketing materials for both internal and external use across platforms. Use strategic and creative thinking to tell agency stories, uphold agency's beliefs, and further brand guidelines. Collaborate with and liaison between various agency departments, including senior leadership team and in-house production team. Use a variety of art disciplines to introduce new and exciting design solutions. Create templates and direct freelance designers in the design process into project completion.

Graphic Designer

Blue Outdoor, Sept 2010 - Mar 2013

Help rebuild the company profile to better show off assets and attract its target audience. Interface with clients to develop effective campaigns that maximize the value of their advertising program. Help manage and develop marketing material, company branding, and website collateral.

Head Graphic & Web Designer

Nuwaka, May 2009 - Jul 2010

Successfully rebuild the company profile to better attract its target audience. Consult with clients to create unique and personal designs. Manage all aspects of the company's online presence to increase revenue. Continuously research and adapt to the current market to remain at the forefront of fashion ingenuity. Introduce new creative ideas to allow for company growth.

Graphic Designer

Carr Printing, May 2009 - Jul 2010

Consult with clients to create designs for full business packages. Manage pre-production work on customer supplied files. Assist in managing multiple projects to effectively meet requirements and deadlines. Establish online persona as liaison for repeat customers.

EDUCATION

Pratt Institute, 2012

MS, Communication Design; Graduated with distinction, GPA: 3.98

Binghamton University (SUNY), 2009

BS, Graphic Design; Graduated Magna Cum Laude, GPA: 3.95