

# Frances Greene

ART DIRECTOR

Hi. Welcome to my page. First, you should know my philosophy as an Art Director and a someday soon, Creative Director. I believe the main objective of design (be it print or digital; marketing or education; and everything in-between) is to take a client's message and transform it into a clear and easy to understand visual, and then take that visual and present it to the world using the most creative and functional means possible. Second: you should know my philosophy about work. Organize, educate, be educated, then reorganize. Have fun, create, create, create, discuss, advise, be advised, evolve, develop, deliver! My strengths include the ability to distill marketing challenges into real life solutions; sell strategic thinking and creative concepts to all stakeholders; collaborate across multiple teams to drive projects to completion; and launch fully integrated brand campaigns or simple beautifully produced one-off projects.

## EXPERIENCE

New York City Economic Development Corporation

### Senior Art Director, Assistant Vice President

New York, NY  
Oct 2006 - Present

Spearhead branding projects including logo design, print materials, web materials, and any additional assets needed to spread the message.

Collaborate on large-scale projects such as producing the company-wide bi-annual meeting or creating a style guide for the company.

Work is extremely independent.

Advise and art director co-workers as necessary.

Anticipate and resolve problems, while effectively managing a variety of jobs focusing on quality, quantity, and timeliness.

---

IrieDesign Graphics

West Orange, NJ  
Oct 2002 - Present

## Creative Director

Books Design: JAM and Hippie Chick (Rock Out Books); 100 for Warlock; Sexy Magic and Seriously Silly (Kaufman & Co.); Oscar's First Flight (Kat Tales Publishing).

Branding: RFK Events, Vineapple, Unlogged, Wonder City Coffee and Donuts, Brindle Room.

Design full-page ad for Red Light Management for Village Voice and t-shirt for rock band Gov't Mule.

On-going print materials for the American International Health Alliance and The Society for Imaging Science and Technology.

---

American International Health Alliance

Washington, DC  
May 2003 - Present

## Senior Art Director

Lead in-house desktop publisher and graphic designer (currently lead freelance designer).

Manage production of print products from inception to completion, including bidding printers, analyzing options, choosing paper and binding, working with vendors, reviewing blueines.

Create and produce layout and design of designated products for publications, products, and Web, while maintaining a consistent visual identity.

Maintain Web pages using HTML and/or other Web design products.

---

Genii Magazine

Washington, DC  
Apr 1999 - Jun 2002

## Art Director

Layout, design, and produce monthly 4-color, 96-page magazine, including advertisements.

Conceptualize articles and cover design, choose appropriate fonts, layout style, colors, and images, while coordinating objectives with the editor.

Copyedit final version of magazine.

### EDUCATION

Bachelor of Arts

College Park, Maryland  
Sep 1989 - Dec 1993

## University of Maryland

---

## NYU Continuing Education

- Present

Design, Photography and Marketing Courses

### BOOK DESIGN

## Book Design

JAM; Photographs by Jay Blakesberg; Rock Out Books

Hippe Chick: A Tale of Love, Devotion and Surrender  
(Foreword by Grace Slick, Afterword by Grace Potter); Rock  
Out Books

Sexy Magic, One Hundred by Warlock, Elizabeth Warlock,  
Kaufman and Company

Oscar's First Flight, Kat Zimmerman, Kat Tales Publishing

Seriously Silly, David Kaye, Kaufman and Company

Sexy Magic, James Hodges, Kaufman and Company

## AWARDS

### American Graphic Design Awards

2014, JAM Photographs by Jay Blakesberg, Rock Out Book

2008, Staten Island Ferry Terminals Logo; NYCEDC

---