

# TINA MALONIS

## GRAPHIC DESIGNER / ART DIRECTOR

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### PRINT AND DIGITAL SENIOR ART DIRECTOR / DESIGNER

20+ YEARS OF DESIGN EXPERIENCE IN PHARMACEUTICAL ADVERTISING, PUBLISHING, AND FINANCE, SOLVING COMMUNICATION CHALLENGES IN PRINT AND DIGITAL.

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## SUMMARY

Diverse Graphic Designer/ Art Director with a passion for learning, and extensive experience in print and web design. Accustomed to performing in deadline-driven environments.

## EDUCATION

Boston University School of Fine Arts  
BFA Boston, MA

Continuing education in multiple areas; print, digital design, and Fine Art.

## DESIGN SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
HTML5  
CSS  
Sketch  
InVision  
WordPress  
PowerPoint  
Keynote

## HOBBIES

Health & Wellness,  
Culinary explorations,  
Mixed media painting

## HAVAS ADVERTISING AGENCY EXPERIENCE • NYC

### Havas Gemini, NYC 5/2019–6/2019

Freelance Art Director - Pharmaceutical marketing communication projects involving PowerPoint, wireframe and collateral materials targeted to healthcare professionals.

### Health4Brands (H4B Chelsea), NYC 10/2013–5/16

Fulltime-Freelance Senior Art Director - Team member for rebranding project on LEMTRADA, an MS infusion therapy. Also worked on Boston Genzyme MS conference projects, which involved signage throughout Logan airport, Copley Mall, and the convention floor. Other projects included print and banner ads for Alcon vision care.

### Euro RSCG Life MetaMax, NYC 11/2011–3/2012

Design team member for a Pfizer global launch. Projects included branding guidelines for infant formulas, brochures, detail aids and iPad design.

### Euro RSCG Life x2 & MetaMax, NYC 3/2006–12/2010

Pharmaceutical projects from concept to completion involving marketing kits, logos, web invites, interactive design templates and PowerPoint graphics.

### Euro RSCG Life LM&P, NYC 8/2003–6/2004

Print designer for pharmaceutical collateral for the vaccine Prevnar.

### Questar, LM&P, NYC 9/2001–4/2002

Print designer on pre-launch collateral for Faslodex, a cancer drug. Projects included med ed, brochures, binders, ads, posters and a marketing kit.

## OTHER AGENCY EXPERIENCE

### FCB Health, NYC 3/2019–4/2019

Freelance Art Director - one-month collaboration on a pharmaceutical microsite project.

### Harrison and Star, NYC 10/2018–12/2018

Freelance Art Supervisor - Designed collateral for pharmaceutical projects.

### Sudler & Hennessey, NYC 9/2013–10/2013

Freelance Senior Art Director - Designed pharmaceutical print and iPad projects.

### Accel Healthcare Communications, NYC 4/2000–9/2001

Designed pharmaceutical advertising collateral such as marketing kits, brochures, invites, posters, CD covers and eVisor projects.

### LLNS, NYC 3/1996–4/1999

Print design and production responsibilities on various pharmaceutical projects.

## PUBLISHING & FINANCE

### Sweet's Group, McGraw-Hill, NYC 9/1996–12/1998

Concept and design of magazine layouts, media kits, promotional material, brochures and direct mail pieces.

### Lehman Brothers, NYC 10/1994–10/1995

Posters design invitations, and signage for corporate events.

## ILLUSTRATION

### Freelance Illustrator, NYC

Created illustrations for *The New Yorker*, *The New York Times* and editorial magazines.