

espdesigns.wix.com/rena

201-207-9505

rena.s.fata@gmail.com

Lyndhurst, NJ

For many years I have had a successful career in the creative field. From graphic, product and jewelry design to art direction, photography, illustration, digital imaging and photo-retouching, I have the expertise to create for you.

Feel free to contact me to discuss how I can support your team and contribute to your business goals.

Education

School of Visual Arts, New York, NY

Bachelor of Fine Arts Degree

in Media-Graphic Design

Skills

Adobe CS6/CC 2015,

(Photoshop, Illustrator, InDesign),

Microsoft Word, PowerPoint, Excel



RENA S. FATA

Senior Art Director / Graphic & Product Designer

Principal/Creative Director • ESP Design, Lyndhurst, NJ • 1994 to Present

A graphic design and digital media studio specializing in print, packaging, corporate identity, product design, photography, multimedia content creation, motion graphics, video editing, original sound track creation and DVD authoring.

Client List:

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|--------------------------------------|------------------------------|----------------------------------|
| •Atlantic Records/WarnerVision | •Lonza Inc | •Power Station Recording Studios |
| •French-American Chamber of Commerce | •BeNET Digital | •Zenmetry, Inc. |
| •CineSport.com | •Amano McGann | •Hasbro InterActive |
| •Sony Corporation | •Everest Broadband Networks | •PPI Entertainment |
| •Neuberger & Berman | •Escada USA | •Travel-One Corp |
| •DOM Inc.(USA) | •Panorama Press | •Zoomars |
| •DowJones | •Simitar Entertainment Inc. | •Essex Entertainment |
| •Nickelodeon | •Frank Micelotta Photography | •Mondi Inc |

Freelance Jewelry Instructor • 2011-Present

Teaching basic jewelry design for beginners and more advanced techniques to those experienced designers.

Techniques Include:

Beading, Kumihimo, Macrame Knotting, Pearl Knotting, Polymer Clay Techniques, Wire Wrapping & Weaving, Wire Crochet, Metal Clay.

Clients List: Michael's Craft Store, Studio 53, The Zen Den, Tia Marie Bead Studio and Goddess in Eden.

Senior Designer • Springfield Precision Instruments Inc., Wood Ridge, New Jersey • 2002-2008

Was responsible for conceptualization to design and production of photo-realistic product renderings of Weather Instruments, Clocks, Kitchen Tools/Gadgets, Home Decor and Electronics.

- Produced original digital imaging representing an array of materials and mediums.
- Provided still life and nature photographic services including photo retouching and compositing.
- Created point of purchase displays, package designs, presentation and promotional materials.
- Assisted Creative Director in product research and development.
- Worked closely with Vice President of Marketing to insure project and design trend direction.
- Supervised freelance designers, delegated and managed projects.

Creative Director • GoodTimes Entertainment, New York, New York • 1997-1999

Managed the in-house design studio with a full-time staff of nine designers. Conceptualized and designed a wide variety of entertainment, cosmetic, food and health-wellness product graphics. This in-house studio supported the needs of seven separate divisions under GoodTimes Entertainment including Beautycology, GT Foods, GT Publishing, GT International, GT Direct, GT Home Video and Cybergenics.

- Supervised Art Directors, scheduled and delegated projects
- Organized and maintained work flow while staying within budget.
- Prepared and presented campaigns directly to president of corporation
- Attended production meetings to determine needs and deadlines with project managers and marketing department
- Hired freelance artists, photographers, illustrators and directed photographic sessions.

Senior Art Director • GoodTimes Entertainment, New York, New York • 1995-1997

Was responsible for design and production of video packaging, DVDs and interactive menus, CDs, cassettes, cosmetic packages, websites, POP displays, advertisements, posters, catalogs and additional promotional materials.

- Developed artistic campaigns and creative strategies for all high end special projects.
- Supervised Art Directors, freelance designers and delegated projects.

Art Director • Warner Bros. Music Publications Inc., Secaucus, New Jersey • 1989-1994

Created original designs for CDs, LPs, cassettes, sheet music, music books and other associate collateral.

- Management of Creative Personnel
- Evaluation of designs and layouts
- Prepared mock-up art
- Assigned projects and hired freelance artists, photographers and illustrators.
- Coordinated directly with Senior Vice-President and General Manager to track budget and work flow to meet deadlines.