

LAWRENCE VOIGTSBERGER ART DIRECTION + DESIGN

30-84 29th Street ■ Astoria, NY 11102 ■ 718.607.2380 ■ lvdesign@mac.com ■ www.lvdesignny.com

EXPERIENCE

Verso Advertising, Inc. New York, NY

Art Director / Print + Online, May 2005 – Present

- Art direct and design print ads for bestselling hardcover and paperback novels. Collaborate with production artists, copywriters and account executives.
- Create Flash animated or non-animated banners; supervise online ad workflow; send final materials to online publications.
- Print ads are prominently featured in *The New York Times*, *Wall Street Journal*, *New York Review of Books*, *The New Yorker*, and other papers or magazines.
- Accounts: HarperCollins, Bantam Dell, D.K., Crown, Vintage, Weinstein Books, Knopf, W. W. Norton, Basic Books, Houghton Mifflin, and others.

BMG Direct New York, NY

Graphic Designer (Contract), February 2005 – April 2005

- Direct mail marketing and catalog design for music subscription service.

PBS/Thirteen New York, NY

Web Designer (Contract), June 2004 – Present

- Build web layouts and produce graphics for public television shows.
- Sites: Thirteen.org, Aging Out, The Supreme Court, Broadway: The Musical.

LMW Design, Inc. Rutland, VT

Graphic Designer, March 2002 – May 2004

- Collaborate with company principal to provide clients with print and web solutions including display ads, brochures, logos/identity, annual reports, newsletters, outdoor signage and online presence.
- Accounts: Rutland Regional Medical Center, Central Vermont Public Service, Houghton Mifflin, Warren Kimble, Crossroads Arts Council, and others.

Rochester Democrat And Chronicle Rochester, NY

Graphic Artist, January 2000 – May 2001

- Design information graphics for a large daily newspaper.
- Assist development of graphic styles for newspaper re-design; translate data from reporters into effectively communicated visual solutions; create maps, graphs, charts; collaborate with editors and photographers.

CLIENTS

PBS/Thirteen, Sloane Road Productions, LMW Design, Inc., DB Fine Furniture, Feature Photo Service, Suffolk Institute for Psychotherapy and Psychoanalysis, Rosewyn Realty, Allison Dinner Photography

EDUCATION

Rochester Institute of Technology

Rochester, NY

Bachelor of Fine Arts, Graphic Design, 2001

Art History minor, 2001

AWARDS

League of American Communications Professionals

- Silver Vision Award, 2004 and 2003 annual report competition, energy/utilities
- Platinum Award, 2001 annual report competition, overall top 100

The Poynter Institute

St. Petersburg, FL

Visual Journalism Fellowship

for Graduate Students, June 2001 – July 2001