

## Who I Am:

Amy M. Deaver  
amdews@gmail.com  
631-246-9404 office phone  
631-793-7315 cell phone

## Awards:

**2011 APEX Award,**  
**2011 Aster Award** for redesign of  
*Healthy Outlook*, Hospital Publication

**2008 APEX Award** for Patient  
Information Guide, South  
Nassau Hospital

**2007 APEX Award**  
*Healthy Outlook* - Most Improved  
category, from all North American  
Businesses

**2007 Aster Award - Bronze**  
*Healthy Outlook*, medical marketing  
award, hospital category

## Work Experience:

**1995 - Present: Creative Director, Founder, Creative Works Studios Inc.**

As principal of a small design studio I perform a wide range of responsibilities. My specialty is helping medium-sized businesses with their creative marketing needs as well as assisting advertising agencies with their regular projects.

**Clients include:** South Nassau Communities Hospital, Nenningers Naturals, Catholic Home Services, Q Group Ltd. (clients such as Fidelity, Atlantic Ultraviolet, NCE), Creative Pet Marketing (winstonfetch.com), American Hospital of Paris, Cardozo School of Law, Columbia University, Innovative Audio Video Showrooms NYC, DRG Records (Koch), TMP Worldwide (Monster.com), SNP Technologies, Sikorsky Services.

- Meet with clients and prepare presentations.
- Conceive ideas and project approach.
- Art Direct, design and manage all projects.
- Print design for branding, corporate brochures, CD and product packaging, catalogs and journals, advertisements, invitations, trade show and event media, promotional kits and supporting materials.
- Website design: Initail concept, flowchart (outline), layout and design in Photoshop, Dreamweaver, Wordpress, working with programmers to implement special features.
- Prepress setup and printing supervision. On-press visits and proof approval.
- Social networking and marketing, google adwords, email campaigns

**1990 - 1995: Senior Art Director, Falk Communications Inc. New York, NY, Pharmaceutical Advertising Agency**

- Designed event and trade show materials including brochures, post-cards, posters, signage and other booth materials.
- Responsible for setting up their first graphics computer department and was instrumental in implementing new software and hardware.
- Art directed and designed advertising campaigns, direct mail campaigns, sales sheets and leave behinds, incentive programs.
- Worked directly with clients, and delegated to artists in my department.

## Software:

Mac-based, InDesign, Illustrator, Photoshop, Quark, Dreamweaver, Keynote, Power Point, Facebook, Twitter, Firefox, Safari, and additional programs.

## Education:

### Undergraduate Education:

**SUNY Binghamton, Bachelor of Arts degree**  
Major in Fine Art & Graphic Design emphasis, Photography

**Fashion Institute of Technology, Associate Arts degree**  
Intensive program in Advertising and Graphic Design

### Continued Education

**School of Visual Arts** - studied with Milton Glaser, Ed Benguiat, Graphic Design, Typography, Illustration, Greeting Card Design, Cartooning

**Fashion Institute of Technology-** Home Products and Business: Licensing, Merchandising, Marketing, Furniture Design, Press Release Writing, Marketing, Direct Mail.

Additional Studies in Photography, Bookmaking, Letterpress Printing, Etching, Life Drawing