

## **JOHN CUDEMI** - Senior Interactive Art Director

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### **RECENT PROJECTS**

- iPad UI and UX design for John Hancock and Guardian Life
- Social media design for Lysol
- Microsite, Social Media, and Flash game design for DIRECTV
- Logo branding for Biogen Hemophilia Clinical Trials

### **EXPERIENCE/HIGHLIGHTS**

#### **Freelance Senior Interactive Art Director | Kingston, MA | 2009-present**

- Interactive, OLA, Digital, Emerging Social Media, Device Based, Mobile, Print
- Self-motivated, award-winning freelance Interactive Art Director. Working with interactive agencies such as Genuine Interactive, Digitas, MarketingDrive, Cambridge Biomarketing and Overdrive Interactive
- 20 years agency experience building successful cross-platform brands

#### **Albion Interactive | Founder / Creative Director | Needham, MA | 2003-2009**

- Founded and transformed a 2-man design shop into a \$6mm full-service ad agency inspiring and managing a 20+ person staff
- Oversaw all aspects of client creative, contact, budgeting and production
- Developed compelling, award-winning creative among a variety of mediums for clients such as Harvard University, Yale-New Haven Health System, Health-Quest Health System, The University of Colorado at Boulder, Boston University, Lahey Clinic, MGH, among others

#### **TMP Worldwide | Senior Interactive Art Director | Needham, MA | 2001-2003**

- Print, Direct, Interactive, OLA, Digital
- Developing compelling creative among a variety of mediums
- Reinforce the overall brand positioning
- Fast paced, short-deadline environment

#### **JWG Associates | Interactive Art Director | Needham, MA | 1995-2001**

- Print, Direct, Interactive, OLA
- Pre-Press/Printing Process, Mechanical work
- Concept to execution of creative among a variety of mediums and client projects
- Responsible for concept and execution of creative among a variety of mediums

### **EDUCATION/TRAINING**

Massachusetts College of Art  
Boston University School of Fine Arts

### **SKILL SET**

Fluent in latest: Adobe CS, Quark XPress, Microsoft Office, Pre-Press/Printing Process  
Active Knowledge in: Web 2.0, CSS, HTML 5, and JQuery