

otto m. vondrak • graphic designer

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OTTO  
VONDRAK

## EDUCATION:

Rochester Institute of Technology, Rochester, New York

Graphic Design major, Printing and American History minor. Bachelor of Fine Arts in Graphic Design

## STRENGTHS:

Typography, layout, illustration, print production, conceptual thinking, problem solving

## WORK EXPERIENCE:

• Production Manager • Art Director • Graphic Designer  
• Packaging Designer • Illustrator • Photographer • Pre-press Operator...

### CARSTENS PUBLICATIONS, NEWTON, NEW JERSEY

Electronic Media Manager, Carstens Publications; Associate Editor, *Railfan & Railroad Magazine*  
January 2011-

- As Electronic Media Manager, I designed and built new web sites for the publishing company and its five titles, as well as deployed a new ecommerce storefront solution and launched our social media presence on Facebook. Responsible for the design and deployment of many direct mail and email marketing campaigns. As Associate Editor, I am responsible for the design and layout of feature stories in *Railfan & Railroad Magazine*. I work closely with authors and editors to create new and engaging content from month to month for print and web. Also edited and designed several book projects.

### TANEN DIRECTED ADVERTISING, SOUTH NORWALK, CONNECTICUT

Art Director/Programmer

December 2006-December 2010

- Art director responsible for a variety of advertising and direct mail projects. Developed and maintained websites for a variety of clients ranging from financial planners to dentists to seaside inns. Designed and deployed successful email marketing campaigns for financial and retail markets. Developed new logos and brand identity projects, while connecting with new clients to engage and make them a part of the design process.

### SUBURBAN PUBLISHING, ELMSFORD, NEW YORK

Production Manager, *Hudson Valley Magazine*; Associate Art Director, *Westchester Magazine*

Art Director, *Westchester Commerce Magazine*

January 2003-July 2006

- Production Manager for *Hudson Valley Magazine*, responsible for designing new and placing existing ads, and managing the post-production workflow. Associate Art Director for *Westchester Magazine*, responsible for layout and design of special advertorial sections. Art Director for *Westchester Commerce*, responsible for successful redesign of the magazine to better reflect the upscale Westchester County business environment. Also responsible for design and production of various custom publishing projects and marketing promotions. Worked with Donald Trump for a photo shoot, didn't get fired.

### SNAPPLE BEVERAGE GROUP, WHITE PLAINS, NEW YORK

Packaging Designer

May 2002-December 2002

- Recruited for the Packaging Department as the company's first in-house designer. Created and updated complex consumer packaging artwork for Snapple, Mistic, Stewart's, Yoo-Hoo, Orangina, and Nantucket Nectars brands. Created label revisions, new product mock-ups, and general internal graphics services. My specialty was quick turnaround and development of new product conceptual ideas. Participated in all aspects of new product design and development, from production to the press run. Also responsible for building the company's first graphic library (Digital Asset Management).

## SKILL SETS AND OTHER RELATED EXPERIENCES

- Comfortable working with and understanding FDA regulations for packaging design.
- Extensive trade show and sales experience, as well as booth and display design.
- Great relationship-building skills with co-workers, customers, and suppliers.

## THOUGHT YOU'D LIKE TO KNOW

- I spent many enjoyable years volunteering with the Boy Scouts, first with my local troop, then at the Council level.
- I am on the board of trustees and an active volunteer at the Rochester & Genesee Valley Railroad Museum.