

RODNEY DURSO - CREATIVE DIRECTOR

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PROVEN TRACK RECORD

- Award-winning design and creative direction in a wide array of media including: print, interactive, environmental, retail and fleet vehicle branding, as well as outdoor advertising and sound design.
- Lead design and production teams to develop and win new business for a wide range of industries.
- Collaborate in strategic branding initiatives and product development for local and niche brands in the food and beverage, and health and beauty industries.
- Direct design and production teams in the creation of multi-tiered and multi-disciplinary projects including print, packaging and web-based solutions.
- Manage the sourcing and development of product packaging for high-end, boutique consumer brands.
- Effect and supervise successful client, agency and vendor relationships.

EXPERIENCE

CREATIVE DIRECTOR & BRAND CONSULTANT, NEW YORK CITY 2006 TO PRESENT

- Award-winning creative direction and brand consulting. Assignments have included work for DDB Worldwide and G2, New York.
- Developed and also run: **Presenter's Toolbox** a workshop for Mid-level & Senior designers on the presentation and sell-through of agency creative work; and **Getting to Brand** teaching the process of unearthing Brand DNA and using it to generate outstanding Creative. Clients include: Landor, NYC.

PRINCIPAL & CREATIVE DIRECTOR; STORMHOUSE PARTNERS, INC., NEW YORK CITY 1999 TO 2006

Award-Winning Branding, Design & Communications Agency.

- Founded agency from start-up to \$1M in annual billings.
- Led and managed day-to-day agency operations.
- Principal creative direction on all agency projects in: print; web and package design.
- Worked with brand and account professionals to establish client's brand attributes and strategies, and converting those strategies into successful, targeted design and communications solutions.
- Developed and managed in-house staff as needed from 5- 10 people, depending on project load.
- Established a close circle of creative and production partnerships to manage project over-flow.
- Identified new business prospects, and lead new business development efforts and contract negotiations.

Industries serviced: Health and Beauty; Pharmaceutical; Fashion; Higher Education;
Food and Beverage; Not-for profit; Real Estate and Semiconductors.

Clients included: Fordham University; Knorr Foods; Georgia-Pacific; London Terrace Gardens;
Princeton University; Tripod Labs; Eleni's New York; Essie Cosmetics, 2(x)ist Mens Wear, Friends of the High Line and Kevyn Aucoin Beauty. [see portfolio at: www.stormhousepartners.com]

FREELANCE ART DIRECTOR, NEW YORK CITY 1998-1998

Freelance Assignments Included Work for Clients Including:
Schering-Plough Pharmaceutical, Sony Music and Federal Express

CREATIVE DIRECTOR, NATURAL PLANET, INC., NEW YORK CITY 1994-1998

Start-Up, Natural Beverage Manufacturer

- Instrumental in company launch; developed and designed the brand identity for this new consumer packaged brand consisting of top-tier whole herb Teas, herbal extracts and tea accessories.
- Designed product packaging for 20 SKU's, including structural development and sourcing.
- Devised product line's naming strategy and convention, and worked with trademark registration attorneys to lock-down unique and ownable product names and marketing tag lines.
- Collaborated with principals in product development, marketing efforts and brand strategy leading to a National roll-out within 3 years of launch, with distribution in 350 retail stores.

FREELANCE DESIGNER, NEW YORK CITY

1992-1993

Freelance Assignments Include: Corporate IDs, Theater posters, Clothing hang-tags and Pocket flashers. Clients included: Six Flags Great Adventure, The Gap, Vintage Bluejeans Co. & Code Blue.

DIRECTOR OF COMMUNICATIONS, CLARENDON MANAGEMENT, NEW YORK CITY

1991-1992

Owner and Operator of Approximately 2,000 Rental Apartment Units in the New York-Metro Area Including London Terrace Gardens, Chelsea.

- Designed and produced advertising and promotional materials, floor plan reprints, art directed photo shoots of residential properties.

AWARDS, PUBLICATIONS & JUDGING

2009 *Innovative Solutions in Graphic Design*, Jessica Glaser and Carolyn Knight, Rotovision, 2010

2008 *Exceptional Post Card Design*, Laura McFadden, for Rockport Publications, 2008

2007 *Print and Production Process*, Glaser and Knight, for Rotovision Press, 2007

2007 Judging Panelist: Summit Interactive Creative Awards, Portland, OR

2006 Judging Panelist: Summit Interactive Creative Awards, Portland, OR

2006 *Distinctive Design for Every Industry*, Kiki Eldridge, for Rockport Publications. 2006

2005 Horizon Interactive Design Award

2004 Creativity 34 Design Annual

2004 Summit Creative Award - outdoor advertising campaign

2004 Summit Creative Award - website design, self-promotion

2003 London International Advertising Awards, LIAA

2003 Creativity 33 Design Annual

2003 Horizon Interactive Design Award

2003 Summit Creative Award

2002 MOBIUS Award, Gold

2001 & 2002 Summit Creative Award

2001 MOBIUS Award, Creative Excellence

LECTURES, TEACHING & MENTORING

- Adjunct Professor, Parsons School of Design; Communications, Design & Technology, (currently on leave).
- Panel member at Annual Senior Portfolio Reviews at Parsons School of Design and F.I.T.
- Panel member at Parsons School of Design, alumni discussion on the Business of Design.

EDUCATION, RELATED COURSEWORK & COMPUTER SKILLS

- Penland School of Crafts, Asheville, North Carolina: *Monoprint studies*, August 2007
- Parsons School of Design: *5-week Intensive Architecture Studio*, Summer 2007
- Haystack School of the Arts, Deer Island Maine: *Mixed Media studies* August, 2006
- Columbia University: *6-week Intensive Architecture Design Studio*, July 2005.
- Boston University, Boston, MA: College of Communication, BS Advertising and Marketing.
- School of Visual Arts, NYC. Courses with Masters Designers: Milton Glaser; Paul Davis and Ed Benguiat.
- Computer skills include: Adobe CS3 for MAC OSX 10.5.8, Microsoft Office Mac 2008, and many more.

INDUSTRY AFFILIATIONS, PRO BONO WORK & BOARD MEMBERSHIPS

- AIGA New York, The Graphic Artists Guild, New York, New Media Association (NYNMA).
- Pro Bono work : Friends of the High line, Literacy Partners, What Works Literacy Partnership, Hudson Guild and Board Member: Say Ah! - a health literacy initiative.

PERSONAL PROJECTS

- Large format, abstract painting, (www.rodneydurso.com). Studio: West Chelsea Arts building, NYC.
- Founded, www.Art-Bridge.org. Launching in Spring 2009, a large-format, public, outdoor art initiative.