



Lori Terpening ● 518.588.5517 ● LAT2122@yahoo.com ● www.loriterpening.com ●

SUMMARY

Seasoned Senior Art Director/Graphic Designer

- Senior-level art director with over 15 years experience, working in the Beauty, Pharma, Healthcare and consumer industries
- Hands-on, results-oriented Art Director, from concept development through final execution
- Manage and lead project teams including art, copy, vendors and developers
- Ability to multi-task and work efficiently under pressure with careful attention to detail
- Creative specialist in branding, brand guidelines, identity, and integrated marketing communications

EXPERIENCE

Senior Art Director, Syneos Health, formerly Inventiv Health, Santa Monica, CA

September 2012–Current (7+ Years)

- Creative lead for Managed Markets clients such as Daiichi-Sankyo, Alkermes, Gilead, Heron, Merrimack, and Genentech
- Art directed launch and marketing materials for SAVAYSA, VIVTROL, STRIBILD, SUSTOL, ONIVYDE, OCREVUS, TECENTRIQ
- Created visual identity, design, execution, and production of all projects including detail aids, starter kits, interactive pdfs, IVA's, e-blasts, web banners, infographics, trade show materials, and other collateral material using Adobe Creative Cloud
- Developed creative concepts in partnership with senior copywriters, developers, and account management teams to ensure concepts are strategically on target and on schedule; Senior experience working within and creating brand guidelines
- Pitched, designed, and produced materials for several new business opportunities, which resulted in work awarded to the Managed Markets group from clients such as Daiichi-Sankyo, Genentech, Merrimack, Celgene, Relypsa, and ViiV

Art Director, Palio+ Ignite Communications, Saratoga Springs, NY

April 2012–September 2012 (5 Months, promoted and relocated to Syneos Health in Santa Monica, CA)

- Responsible for brand concept, design, presentation, art revisions, execution, and production of all assigned projects
- Ability to follow creative and workflow processes; streamlined revision process which resulted in increased productivity
- Excellent multitasking abilities under tight deadlines
- Senior experience working within brand guidelines, and programs such as Photoshop, Illustrator, and Indesign

Senior Graphic Designer, SalonCentric–Southeast Division of L'Oreal, Largo, FL

July 2009–February 2012 (2 Years, 7 Months)

- Design lead for developing creative solutions within the company branding standards as well as new standards
- Conceptualized design and concept of direct mail, sales collateral, catalogs, and internal/external promotions
- Designed event promotions including invitations, store signage, banners, and posters; filmed and edited informational video; Photographed products; managed workload; archived files and imagery; working in Photoshop, Illustrator, and Indesign

Freelance Senior Graphic Designer, St. Petersburg, FL

July 2010–July 2011 (1 Year)

- Designed logo concepts, menus, business cards, flyers, and brochures
- Photographed; edited text; created book covers, Web banners, kiosk signs, music CD designs, and media press kits
- Prepared digital files for print, using Photoshop, Illustrator, and Indesign

Graphic Designer, Price Chopper Supermarkets, Schenectady, NY

December 2005–February 2009 (3 Years)

- Created visionary solutions that supported brand strategies
- Designed top selling chain ad for the Health & Beauty section in 2008; produced weekly chain ads; designed annual magazines, direct mail, and logos; prepared files for print; working within Photoshop, Illustrator, and Indesign
- Excellent multitasking abilities under tight deadlines in a fast-paced design environment

Graphic Designer, Silver Griffin Inc., Troy, NY

February 2005–December 2005 (10 Months)

- Designed and produced annual reports, brochures, business cards, logos, postcards, and newsletters; prepared files for print
- Worked closely with clients; managed work flow to meet deadlines in a fast-paced design and print environment

Graphic Designer, Sign Studio, Troy, NY

May 2004–February 2005 (8 Months)

- Designed and produced logos, banners, magnetics, vehicle graphics, and lettering from start to finish
- Worked within a large format environment; interacted closely with customers; scanned and digitized logos

EDUCATION

Bachelor of Fine Arts in Graphic Design, The College of Saint Rose, Albany, NY, 2003

- NASAD-accredited graphic design program

Associate in Applied Science in Graphic Design, The Sage Colleges, Albany, NY, 2000

- NASAD-accredited graphic design program

SKILLS

Expert knowledge of Adobe Creative Cloud including, Indesign, Photoshop, Illustrator; XD, Sketch, Acrobat Pro, Font Agent Pro, Wrike, PowerPoint, Excel, Word, Keynote in a Mac-based environment; current social and internet applications; expertise in both graphic design and creative direction

AWARDS

(3) 2014 Silver Addys for the Opera Saratoga Lucia di Lammermoor Collateral materials

For samples of my work please visit www.loriterpening.com.