

George Gozum

200 West 15th Street, 6G, New York, NY 10011

c: 646.643.1809 e: me@georgegozum.com

www.georgegozum.com

EXPERIENCE:

Ann Taylor | Consulting Design Director — March 2016 to present

Design and direction for marketing and branding initiatives, including email marketing, store signage and programs, site design and special branding projects.

Independent Consultant | Creative Director At Large, Consultant / Illustrator — 1992 to present

Freelance design and art direction for branding, print, web and video design work. Client list includes Louis Vuitton, Hermès, Ann Taylor, Estee Lauder, Prabal Gurung, Peter Som, Sony Music, RCA Records, Rondina New York, Jade Trau, TAG Creative, Wechsler Ross & Partners, Sointu USA, Russ Berrie & Co., Grey Interactive and Meeling Wong.

Teddy Bear Holding, Inc / Kate's Paperie | New York | Creative Director, Consultant — February 2007 to 2012

Creative direction and design for all Teddy Bear Holding projects for print and web. Oversaw rebranding of retail brand Kate's Paperie, including ecommerce website redesign and deployment, and corporate identity. Creative direction for design and copy of all of Kate's Paperie print and online materials, including ecommerce and catalog photography, catalog design, packaging, signage, advertising, and direct-to-consumer print and email promo materials. Art direction and management of graphics and design department. Creative direction, design and content of the award-winning publication, **Unwrapped: Not Usual Gift ideas**.

Rafe New York | New York | Branding Design Director, Rafe Studio Ltd. , 2004–2007; Consultant, 1994–2004

Designed and manage ecommerce and corporate website, from information architecture to layout, copy and original web content, and management of external web partner. Designed and executed all print advertising and consumer media. Oversaw Rafe brand image internationally, interfacing with partners in Asia and Europe. Designed and developed all corporate identity materials including logo designs, press kits & package design as well as all business to business presentations. Sourced and managed local and international print and web vendors. Designed and oversaw visual merchandising for the Rafe retail store and showroom. Managed in-house art department and external vendors.

nurun | New York | Creative Director, 2002

Creative liaison for new and existing client initiatives. Designed and executed project proposals and creative presentations for new business pitches. Art directed and managed in-house design team. Primary accounts included L'Oreal & Evian.

hipO | New York | Creative Director, 1999–2000

Creative direction and design for hipO.com, a teen-targeted e-commerce portal. Art directed and produced all corporate identity materials including press kits, presentations & booth design graphics, as well as consumer print ads and press materials. Managed design team and freelance consultants. Art directed all fashion shoots, including the selection and direction of photographers, stylists and models.

Muffin-Head, Inc./DVCi Technologies | New York | Creative Director, 1995–1998, Design Director, 1999

Implemented creative and usability standards for client web, multimedia, video and print projects, from initial pitch to finished projects. Designed and maintained company brand image, including website and corporate identity kits. Hired and trained in-house design team. Managed clients including Prada, The Lancaster Group, Revlon, Estee Lauder, Breitling, Oxford, and Visionaire.

Digital Pulp | New York | Associate Creative Director, 1998–1999

Liaison between company creative and project management teams. Managed and mentored team of art directors & designers. Oversaw all design, information architecture and interactivity standards for web projects. Art directed online and print ad campaigns, websites, and new business pitches.

ROM Antics, Inc. | New York | Creative Director, 1994–1995

Art direction and design for graphic interfaces and digital environments for interactive CD-Roms. Design and production of all CD package designs, promotional materials and co-op advertising.

RECOGNITION:

Top honors from **The Mohawk Show, One Show, Print Magazine, Communication Arts, Webby Awards, AV Video & MM Producer** as well as features on **Behance, Under Consideration, Softpress, Style 365, Cybershops, Eye Candy, and ICDIA**

SKILLS:

Photoshop, InDesign, Illustrator, Freeway, Painter, PowerPoint; traditional and digital fashion illustration; copywriting

EDUCATION:

Fashion Institute of Technology, New York, NY – Studies in Fashion, Art & Design
University of the Philippines, Manila, Philippines – BFA, Visual Communication, cum laude