



To Whom It May Concern:

I am a creative director with over ten years of experience in the field of design, with specialization in website usability and creative strategy. But my talents are not merely limited to the fields of the aesthetic. I pride myself on an ability to conceptualize new directions for companies and brands to move into, and my ability to translate these conceived directions into a powerful, cohesive voice and presence for the clients I work with.

My design philosophy is one set in clean, strong forms with an inherent sense of play and personality. I enjoy exploring the place where elegance and appeal meet a catalyst; one that can inspire excitement and new realities while still preserving beauty and historically appreciated standards. I am always eager to learn more in everything I create, and consider the field I am in an experience in growth. I am always seeking to challenge myself rather than be satisfied simply relying on my decade of experience in the profession.

I have discovered throughout my career an ability in myself to effectively lead a team along a defined and formulaic project path, and to direct the group's efforts in a cohesive, functioning overall process. I pride myself in my ability to explain complex creative strategies in a way that any client, regardless of experience, can understand. I have found this to be an invaluable asset, both for myself and my associates, as group chemistry and understanding are the ultimate keys to crafting truly effective creative undertakings.

Along with my design knowledge, I also have significant experience in the fields of writing and journalism, and have worked as copywriter on many of the campaigns and projects I have directed. To be able to mold not only imagery but words allows me to become better attuned to the work I create, and to reach a better understanding both within the projects themselves, and with the people involved in them.

In short, I pride myself on creating great works, and am seeking those who share my passion. I would very much like to meet with your team and discover if your company may be my next great experience.

Thank You,

 Cynthia Passanante

In which our intrepid director seeks to acquire a position that will offer the opportunity for unique projects and excessive creativity.



## CLIENTS INCLUDE:

Belk, Bloomingdales, Bon-Ton, Cosmopolitan, Dillard's, Elizabeth & James, Hearst Publishing, Macys, Meredith Publishing, Mutts Comics, Sleepys, Suicide Girls, Trump, Wall Street Journal

## 2011 IQ: TRAFFIQ Professional Services

Director, Design & UI (January 2009 – Present)

[www.traffiq.com/iq](http://www.traffiq.com/iq)

Project leader for all creative-based agency initiatives / Proposal creation & pitching / Director of teams across departments on multiple client projects / Creative direction / Client services / Account management / Website design / Display advertising / Print design / User interface design / Information Architecture / Flash direction / Voice talent direction / Freelance services management / Budgeting

## 2009 Mmi Agency

Art Director (March 2007 – January 2009)

[www.mmi-agency.com](http://www.mmi-agency.com)

Project director for all creative-based agency initiatives / Proposal creation & pitching / Head of teams across departments on creative initiatives / Art direction / Client services / Copywriting / Website design / Display advertising / Print design / User interface design / Information Architecture / Flash direction / Business & sales collateral / Freelance services management / Advertising

## 2007 Finlay

Graphic Designer, Illustrator (March 2006 – February 2007) [www.linkedin.com/companies/finlay-fine-jewelry](http://www.linkedin.com/companies/finlay-fine-jewelry)

Conceptualization and creation of nationally syndicated mailers & catalogs, across numerous retail entities / Art direction / Print design / Layout design / Illustration / Collaboration with copywriters on catalog content / Photo direction / Photo correction / Proofing

## 2006 Publishing Resources, Inc.

Design Associate (September 2003 – February 2006)

[www.priworks.com](http://www.priworks.com)

Lead designer for *Muttscomics.com*, website of the internationally-syndicated *Mutts* comic strip / Design & maintenance of nationally syndicated stock portfolio periodical / Website design & development / Merchandise Design / Print design / Business & sales collateral / E-newsletter design & maintenance / Journalism

## 2002 SMG

Design Intern (September 2002 – September 2003)

[www.xkastclients.com/smg/index.php](http://www.xkastclients.com/smg/index.php)

Book design of client manuals / Business graphics / Maintenance of SMG Online Curriculum Graphics Gallery / Website design & development / Business & sales collateral / E-newsletter design & maintenance / Poster design displayed at 2002 International Sugarloaf Convention

## Knowledge & Achievements

Drexel University, Philadelphia, PA: Bachelor of Science in Graphic Design, Minor in Philosophy

Adobe Photoshop, Illustrator, InDesign expert. Adobe Dreamweaver and Flash, Microsoft Office, HTML & CSS Programming.

- ✿ Founder of CMYKaboomb.com, an online blog concerning design & inspiration.
- ✿ Writing on design featured on WebCopyPlus.com. <http://blog.webcopyplus.com/2011/03/30/design-vs-content-agency-professionals-weigh-in/>
- ✿ Winner of I.A.C.'s 2011 "Best Mobile Automobile Application." <http://www.iacaward.org/iac/winner.asp?eid=7574>
- ✿ Fine artist whose work has been exhibited nationally.