



Norm Morales

Art & Design
Generalist

Huntington, NY

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www.normmorales.com

Skills

Adobe Creative Suite
Adobe InDesign
Adobe Premiere
Office

Adobe Photoshop
Adobe Illustrator
Adobe After Effects

Adobe Muse
Corel Painter
Poser

Sketchup Pro
Social Media
Art Production
Presentation

Creative Strategy
Creative Direction
Concept Development
Art Direction

Pre-visualization
Storyboarding
Illustration

Graphic Design
Animation
3D illustration
Web Design

Traditional & Digital Photography
Green Screen
Studio Lighting
Cultural Creative

Experiential
English
Spanish

Education

Fashion Institute of Technology
Bachelor of Fine Arts in Illustration

Newark School of
Fine & Industrial Arts
Illustration

About Me

Inspired by album covers and punk rock flyers as a kid—along with the romantic notion of making a living as an artist—Norm lives his dreams on a daily basis. The former Marine attended the Fashion Institute of Technology and the Newark School of Fine and Industrial Arts, holds a BFA in Illustration and professes an avid interest in low-brow art, graphic novels, tattoos, hot rods, motorcycling and “all things that are old.”

Brands include Gillette, Lego, Burger King, Dewars, Budweiser, Michelin, Ford, Eliquis, Celebrix, and Microsoft. Agencies include Publicis North America, McGarryBowen, BBDO, DDB, J. Walter Thompson, Saatchi & Saatchi and McCann.

Experience

Creative Direction / Graphic Design

Mar 2016 - Present - Napoleon Group NYC

- A supervisory position providing creative leadership.
- Build positive environments for the highest quality creative output.
- Fluent in industry & production processes in the delivery of visual content for social media, online resources, via digital & traditional.
- Review creative related projects that arrive & take lead on creative calls.
- Evaluate talent, productivity & cooperation of artists on every project & provide productive criticism and encouragement.
- Anticipate problems on projects & breakthroughs with team leaders.
- Participate in the development of new products, techniques & creative strategies.
- Contribute to the design of marketing, presentation, & promotional campaigns.
- Active role the creation of company brand & identity.

Art Direction / Art Production

Sep 2006 - Mar 2016 - Napoleon Group NYC

- Oversee the activities involved in running a production art studio.
- Creating content & schedule for company's social media platforms.
- Establish & optimize production pipelines according to schedules.
- Coordinate between art, design & development teams to ensure delivery.
- Quality control in terms of performance and size to avoid bloat.
- Support production regarding any technical art issues to ensure correct choices.
- Supervise the creation of art & content for clients from comp to final.
- Act as lead art producer for assigned projects.
- Train assistants, freelancers & staff in relevant skill areas.
- Create pre visual storyboards for clients & in house production.
- Maintained Agency Website content.

Studio Management / Production Artist

Sep 2000 - Sep 2006 - Napoleon Art & Production NYC

- Working closely with creative directors & art producers.
- developing relationships with artists & clients to ensure open communication.
- Manage artists in completion of the individual assignments.
- Keep clients briefed on technical and creative matters relating to the job.

Awards & Accomplishments

Society of Illustrators NYC Student Exhibit 2000

United States Marine Corps Reserve Honorable Discharge 1993