

Jeronimo Sochaczewski

252 7th Ave. Apt 7A
New York, NY 10001
Jmo@JeronimoSdesignStudio.com
646-391-0504

education

2015

Istituto Europeo di Design, Milan
Master in Brand Design

2004

Parsons School of Design
MFA, Design & Technology

1999

Parsons School of Design
Graduated Cum Laude
BFA, Communication Design

1995

Corcoran School of Art Washington, D.C.
Concentration: Drawing & Photography

1994

Catholic University of America Washington, DC
Architecture & Landscaping

1993

University of São Paulo, Brazil
Architecture & Landscaping

skills

Organized thinker. Typography, layout, sketching and drawing, mock-up and model execution. Expert literacy in Photoshop CC, Illustrator CC, QuarkXpress, InDesign CC, PowerPoint and Microsoft Word. Knowledge of Dreamweaver, HTML, CSS, AfterEffects, WordPress.
Fluent in Portuguese, English, German and basic Spanish

summary

An energetic, curious, fearless and kind designer, art director and educator, who is most interested in the successful ways ideas are shared, delivered and cultivated across collaborative networks. I possess true passion for design and branding. Skilled in client management and interaction, I have a keen respect for organized process and deadlines and the client's satisfaction is key for me.

JeronimoSdesignStudio.com

experience

PM+Co

Senior Designer/Art Director

New York, NY 2016–2017

- Worked closely with Creative Director to elevate and maintain style and imagery consistent with client's brands. Worked on projects from beginning to final execution, doing research, strategy, presentations and delivering logos, packages, collateral pieces, digital advertising campaigns and brand experiences. Often working on projects at the same time, prioritizing and delegating them effectively never missing deadlines or going over budget.
- Elevated company's brand awareness by expanding its web presence through social media. Keeping up-to-date with trends and implementing them.
- Successfully fostered trust relationships with clients from various industries (Financial, Consumer Goods, Education) presenting concepts, strategic planning and vision for designs and campaigns.
- Inspired and lead a small team of junior designers teaching them the best practices of design; Setting up guidelines and methodologies to promote design process on how to do research, how to present work and the importance of leaving your ego at home and being a true collaborator.
- Interacted with vendors to devise best methods for printing and execution while keeping projects on time and within the budget.

Neoscape

Freelance Senior Designer

New York, NY 2015–2016

- Establish conceptual and stylistic execution for projects including brand and identity, print and collateral, infographics, environmental graphics and front-end interactive design.
- Offer campaign style thinking, from conception of brand design to how it can be pushed through different touchpoints.

Sabbatical

New York, NY 2012–2013

- Reevaluated and redirected my career. Attended courses at SVA in branding which resulted in enrolling in the Master in Visual Brand Design program in Milan, Italy at the Istituto Europeo di Design, IED.

SpotCo

Senior Designer

New York, NY 2007–2012

- Integral member of Roundabout Theater's agency advertising team. Develop ad campaigns, marquees and collateral pieces for each show by maintaining a standard consistent with the company's known brand. Devise individual strategies for each production.
- In charge of generating customized, show specific, web-based advertisement, direct mailers and outdoor pieces that reflect the Broadway show's individual and unique essence.
- Mastery in color correcting ads for newsprint, checking proofs, preparing files for press and photo retouching, in charge of talking to vendors about color adjustments.
- Worked closely with copy writers and account executives conceptualizing and implementing tactics for print and electronic ad campaigns.

EMG

Art Director

New York, NY 2007

- Oversaw all collateral material for the New Victory Theater. Collaborated with illustrator to create original and compelling art for New Victory's 2007/08 season brochure.
- Created key art and collateral work for various plays including Xanadu on Broadway.

Revlon

Senior Graphic Designer

New York, NY 2006

- Provided creative and strategic leadership on the Almay brand package redesign.
- Manage the design of the Almay brand display graphics, and other promotional material.
- Created and defined Almay Brand Guidelines for internal use, as well as external customers. Work closely with Marketing department to develop effective graphics incorporating strategic messaging to pitch to mass-market customers.
- Lead Junior Designers and interns.

Parsons School of Design Design Faculty

New York, NY 2005

- Core curriculum instructor in two-dimensional design.
- Ongoing development of curriculum exercises introducing principles of two-dimensional design.

141 Worldwide

Freelance Art Director

New York, NY 2005

- Developed concepts, layout and design for Kool International's cigarette print advertising campaign.
- Created design and layout for Pall Mall International branding architecture.

Imagedog

Art Director

New York, NY 1999–2001

- Collaborated with creative team to develop new corporate identity for Imagedog.
- Engineered original strategies for external corporate brand recognition consistent with the organization's internal identity.
- Led interdepartmental initiatives to promote cooperative thinking and a culture of innovation across the agency, evidenced by substantially improved standards in conceptual and visual production.