



Joseph Shansky  
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### **The Benefits of a Seasoned Professional**

Providing exceptional knowledge of design for print and the web for over three decades. An active team player committed to progress, innovation and excellence with strong leadership, problem solving, project and time management skills.

Effective use of communication in resolving difficult and challenging tasks. Positive attitude and result oriented. Passionate, motivated and detail oriented, self starter who works well under pressure, can meet tight deadlines and juggle a number of projects at one time.

I am a seasoned professional who is at home in any work environment and will take all projects through to completion.

# Joseph M. Shansky

## Graphic Designer

### **PROFESSIONAL EXPERIENCE**

#### **1993- Present: Shansky Works**

*Title: President of Art Direction / Copywriting Service*

#### **Responsibilities:**

- Creative solutions – creating all design and finished print documents
- Printing coordination and supervision on behalf of clients
- Website design and development
- Negotiation with outside vendors such as freelance suppliers, printing firms and Internet Service Providers, Radio and Television Stations.
- Full service integration of print, broadcast and internet projects

#### **2015 - Present: Curly's Mojo - Designer & publisher of Adult and Children's Coloring Books**

*Title: Partner and Director of Communications and Marketing*

#### **Responsibilities:**

- Design and publish company's products
- Market company through website, social media and email blasts

#### **1982 - 93: Keegan, Hudson & Shansky, Inc.**

*Title: Equity Partner, Executive Vice-President/Creative Director*

#### **Responsibilities:**

- Concepts, Design and Execution of creative product of \$10 million advertising agency, with 22 employees
- Direct supervision of 7 employees in the creative department. Full service coordination and management of client accounts.

#### **MAJOR CLIENTS:**

- Herff Jones, Inc. – Recognition Jewelry Company
- Union Bank – Federal Thrift Bank
- Tetreault Agency – varied clients of Public Relations firm
- Newberry Public Relations – varied clients of Public Relations firm
- RTS Software – Manufacturer of computer tool sets
- Sippican, Inc. – Manufacturer of Expendable Oceanic Instrumentation for US Navy
- Milford Savings Bank – Financial Institution
- Mutual Benefit Financial Services – Financial and insurance investment products

#### **ACCOMPLISHMENTS:**

- Catalog design and printer preparation for Herff Jones, Inc. since 1993
- Advertising, website design, In-Bank signage and displays for Union Bank for over 20 years
- Advertising, website design for Tetreault Agency client's for over 15 years
- Advertising, show booth and collateral materials for Sippican, Inc. for over 7 years
- Advertising, collateral materials for Mutual Benefit (\$300 million company) for 11 years

#### **EDUCATION:**

- Parsons School of Design, NYC - Advertising/Graphics major
- New York University, NYC - BS in Education, Film Minor

#### **COMPUTER SKILLS:**

- Mac Applications – Imac computer, Adobe Creative Suite from the Creative Cloud (InDesign, Illustrator, PhotoShop, Dreamweaver, Image Ready) QuarkXPress, MS Office Applications, Quick Books
- PC - Windows applications of Publisher, Quark, Illustrator, MS Office Applications and Finale (Musical software)

#### **VOLUNTEER SERVICE:**

- 2014 – present - Literacy Volunteers of East Bay – English tutor
- 2014 – present - The Rhode Island Creative Magazine – Art direction / article writing
- 1996-2009 - Webmaster for the Town of Barrington, RI,
- 1993-97 - Board Member of National Committee, Rhode Island Chapter For the Prevention of Child Abuse
- 1993-2015 - Webmaster for Temple Habonim, Barrington, RI