



Joseph Shansky

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www.shanskyworks.com

The Benefits of a Seasoned Professional

- Provides exceptional knowledge of design for print and the web for over three decades.
- Is an active team player committed to progress, innovation and excellence with strong leadership, problem solving, project and time management skills.
- Utilizes effective use of communication in resolving difficult and challenging tasks. Positive attitude and result oriented.
- Is passionate, motivated and detail oriented, a self starter who works well under pressure, and can meet tight deadlines while juggling a number of projects at one time.
- I am a seasoned professional who is at home in any work environment and can be relied upon to 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, and women's fashion line

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.

CLIENT EXPERIENCE:

- Herff Jones, Inc. – Recognition Jewelry Company
- Rhody Roasters - Coffee products
- 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 – I Mac 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 – 2017 - 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