



Joseph Shansky  
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**TARGET POSITIONS –**  
Senior Graphic Designer, and  
Creative Director

#### QUALIFICATIONS PROFILE

- Highly creative and multi-talented Graphic Designer with extensive experience in web and print design
- Exceptional collaborative and interpersonal skills, dynamic team player
- Well-developed written and verbal communications abilities
- Highly skilled in client and vendor relations and negotiations
- Accustomed to performing in deadline-driven environs with an emphasis on working within budget requirements

#### AWARDS

- New York Art Directors Club
- New York Ad Club - One Show
- Clio
- Boston Ad Club - Hatch Awards
- N.E. Bank Marketing Association
- Communication Arts
- Public Relations Society of America

# 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

##### **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)

##### **MEMBERSHIPS:**

- 2007-2010 Providence Chamber of Commerce
- 2004-2009 Business Networking International (BNI)
- 2005-Present LinkedIn

##### **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