



hi

Gwen Haberman
design & art direction

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New York +1 347 410 9645

For over ten years I have managed projects from concept to completion. Whether the sole designer or leading a team, I have found success is the most complete with a clear brief and budget, reasonable schedule and a strong client relationship. I try to have these things sorted before my pencil comes out of its case.

I have a mild obsession with organization and have developed file, folder and archiving systems as well as project processes for a few of the groups I have worked with.

It does not matter how brilliant a concept is, if it is produced poorly, it loses its impact. I believe good production is quite important to meeting any brief. I work closely with suppliers and attend press checks whenever possible.

While printing knowledge is important, digital spaces take a different kind of focus. Whether an interactive pdf, a website or an app, I understand designing for digital mediums, mapping the user experience and art directing the developer making it a reality.

Experience is helpful
Creativity is a process
Pondering is efficient
Curiosity is essential

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history

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2009-present HSBC Private Bank, Corporate Marketing; London
Lead Designer, United Kingdom, Channel Islands & Global regions

Responsible for aiding with brand development and understanding among my colleagues, design, art directing freelance designers, presenting, managing client relationships, art direction of photographers, artworking of files and attending press checks.

Organizationally, I have developed a workflow folder, file & archiving system that has greatly improved productivity. When the team's Design Manager is away I undertake his responsibilities managing the team.

2008-2009 Clarus Design; London, Senior Designer

Responsible for researching markets and creating pitches for new work, concept development, design, illustration, writing, scheduling projects and artworking of files.

2003-2008 Bear Stearns, Corporate Marketing; New York, Vice President

Responsible for brand development for the main brand as well as development of brands for companies owned by the parent company, design, art direction of a small team of designers, presenting, managing client relationships, art direction of photographers, projects scheduling, artworking of files and attending press checks.

Organizationally, I developed a workflow folder, file & archiving system that greatly improved productivity.

2000-2003 Suka Design; New York, Designer

Responsible for concept development, design, illustration, concept writing, presenting, managing client relationships, art direction of photographers & illustrators, scheduling projects, artworking of files and attending press checks.

Organizationally, I introduced a job code and archiving system that greatly improved productivity at the studio and is still in use today.

1999-2000 Eisenberg And Associates; Dallas, Junior Designer

Responsible for concept development, design, concept writing, art direction of photographers, artworking of files and attending press checks.

EDUCATION

1995-99 Texas State University, BFA in Communication Design
(magna cum laude)

1993-94 Texas A&M Galveston, School of Marine Biology

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