

clarity must never take
a back seat to fashion

there's always a way to
meet the needs of both
the client and the art

the solution is always
right around the bend,
waiting for us to arrive



communication artist

48 winnebago road
putnam valley, NY 10579

rick@rickwolff.com

skype | rick_wolff

twitter | @rickwolff

studio | 845.704.7021

cell | 914.382.4198

proficiencies

I have been working on the **Mac** since 1987, and in the communications industry since 1980. ■ I am proficient in all main apps in Adobe's Creative Suite: **InDesign, Illustrator, Photoshop**, to a large extent **Dreamweaver, Acrobat**, and the animation aspects of **Flash**. I am happily absorbing **After Effects**. I can just about recall **Quark XPress 4**. I enjoy **Corel Painter X**. ■ I have edited some video using **Apple Final Cut Express**, and edited audio and composed music using **Apple GarageBand 3**. ■ I am proficient in **HTML**, and have learned the typographic aspects of **CSS**. ■ Throughout my work, I've been dealing with offset printing with regard to quality, pricing and technology. ■ I am also fully familiar with photography and videography, and the challenges of anticipating print needs at a shoot. I find I enjoy improvisation using the materials at hand. ■ I finally admit to having writing skills, which I use writing copy as needed, as well as blogging.

experience

JANUARY 2000 TO OCTOBER 2008

Multimedia Designer

At **The Journal News**, I was senior member of a pool of designers that handle the graphic aspects of any and all contacts with readers (or potential readers) of their products. This has included outdoor advertising, vehicle signage, in-print promotion, Flash animated Web banners, and storyboards for television commercials. I also did material for advertising sales, from individual sheets to the master sales kit. I advanced the adoption of HTML and Flash, interactive PDFs, use of a Wacom tablet, overall graphic identity, and systematic file archiving. I was the designated "What's-this-font?" guy. ■ 1 Gannett Drive, White Plains, NY 10604. Chris Gaughan: 914-694-5367 or cgaughan@lohud.com.

SEPTEMBER 2008 TO FEBRUARY 2009

Website Owner/Author

Parlaying the marketing acumen I've absorbed from various shops, I've started a multimedia (video, audio, etc.) Web magazine, **DutchNewYork.com**, updating and popularizing the story of New Netherland, the 17th-century Dutch colony centered in present-day New York City, acting on the 400th anniversary of Henry Hudson's voyage. My need for paying work required me to put it into mothballs. The site is still up.

AUGUST 1998 TO JANUARY 2000

Freelance Artist

Through **Vanguard Graphics Staffing**, I designed on Macs mostly for the print medium in a variety of firms, from a one-man shop in a furnished basement to the studios of Pepsi, United States Tobacco and Reader's Digest, working on material for products such as Mountain Dew, Skoal and Seagrams Spirits. My last assignment was The Journal News. ■ 972 Post Road, Darien, CT 06820. Denise Dutra: 203-655-8787 or vtemf@earthlink.net.

JUNE 1996 TO AUGUST 1998

Graphic Artist

Ink Well Studios was the graphics arm of the pharmaceuticals advertising agency **Carrafiello-Diehl Associates**. We designed point-of-purchase, packaging and trade show displays for store brand merchandisers Nice-Pak and Paragon Trade Brands, who make baby wipes and diapers, and J.B. Williams, makers of Total Hair Fitness shampoo. And with its parent agency, we assisted in the design of physician handouts and advertising (both B-to-B and consumer) for top pharmaceuticals. I was exposed to the process of proper typesetting of citations in footnotes, and compliance with FDA regulations. ■ 90 North Broadway, Irvington, NY 10533. Santos Lopez: 212-261-2657.

education

JUNE 1979

Communication Arts BFA

New York Institute of Technology, Old Westbury, NY. Film, video, radio, advertising, public relations. ■ Ironically, in a building on campus, the first experiments in computer animation were being conducted with a group that would eventually become Pixar.

AUGUST 1995 TO JUNE 1996

Freelance Artist

This earlier agency was **Graphics for Hire**. ■ 62 Bowman Avenue, Rye Brook, NY 10573. Pat Simone: 914-937-9646.

JANUARY 1991 TO AUGUST 1995

Art Director

Chase Communications Group, a publishing house and public relations firm serving New York State insurance associations, had its own four-color offset printing plant in house. I influenced the purchase of their first computer system, software and imagesetter; designed brochures, advertisements, corporate identity, newsletters and magazines; and output the results onto color-separated film. ■ P.O. Box 9001, Mount Vernon, NY 10550. Stephen Acunto: 914-699-2020.

JULY 1982 TO APRIL 1987

Ad Layout Artist

Restaurant Exchange News (since called **Total Food Service News**), a one-title publisher, put out a regional food service trade tabloid with useful street-wise advertising which I designed on board with traditional tools until the last year, when we got a Macintosh. ■ 41 Goebel Road, New City, NY 10956. Joe Ciardullo: 914-634-0156.