



**RICK STARK**

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**DESIGN DIRECTION / PROJECT DEVELOPMENT**

- APR 2001 - PRESENT **FREELANCE GRAPHIC DESIGN**  
Art Direction of online and print marketing materials for Subaru, Wendy's, Universal Pictures, AOL Time Warner.
- DEC 1999 – APR 2001 **SENIOR ART DIRECTOR, INTEROCITY DEVELOPMENT CORP. / CHYRON DIGITAL MEDIA, NYC.**  
Directed website user-interface and new-media graphics development for clients ranging from major financial institutions to dotcom startups. Key member of Project Management / Design Development / Sitebuilding team with considerable client contact throughout process. Specialized in logo and identity development for startup clients. Supervised efforts of junior staff. Production environments included Flash, Javascript, DHTML and SMIL.
- JUL 1998 – DEC 1999 **ART DIRECTOR, SCHOLASTIC MARKETING PARTNERS; SCHOLASTIC INC., NYC.**  
Direct design operations for custom publishing division of preeminent educational-media company. Oversaw creation of original print and online classroom materials for grades K–12 in partnership with corporate sponsors including AT&T, Kellogg's, GM, Major League Baseball, Hewlett Packard, and Honda; as well as with numerous U.S. Government agencies. Responsible for creative direction, implementation, and management in agency-like structure.
- APR 1997 – NOV 1997 **DESIGN DIRECTOR, SIMON & SCHUSTER INTERACTIVE; VIACOM, INC., NYC.** [FULL-TIME CONSULTING POSITION]  
Manage graphic design and print production of all retail packaging, sales promotion, and consumer advertising for international CD-ROM publisher. Products for all age groups cover a spectrum of entertainment, edutainment, and educational subjects. Significant experience with brand extension and licensed entertainment properties.
- FEB 1996 – JUL 1996 **PROMOTIONS ART DIRECTOR, THE NEW YORKER MAGAZINE, NYC.** [FULL-TIME CONSULTING POSITION]  
Direct design staff and advise workgroups responsible for corporate graphics, ad-promotion, advertorials, marketing, and events support. Collaborate with highest levels of management on creative and technical issues.
- AUG 1989 – JAN 1996 **DIRECTOR, DESIGN AND ELECTRONIC PUBLISHING, GAMES PUBLISHING GROUP, NYC.**  
Creative direction and production management of consumer magazines and trade-paperback book imprint:  
**CREATIVE DIRECTOR, GAMES MAGAZINE; ZIGZAG MAGAZINE; GAMES TRADE PAPERBACKS:** Directed all graphics for highly visual, award-winning consumer magazines and trade-books. Coordinated efforts of editors, designers, and electronic imaging staff. Creative direction of custom publishing projects and custom advertising. Co-Director of startup team creating interactive consumer magazine for 8–13 year-olds. Developed positioning and creative plans; integrated workflow and production processes into ongoing publishing operations.  
**MANAGEMENT OF ALL PRINT PRODUCTION & PREPRESS SYSTEMS:** Pioneered techniques for 4/c desktop prepress in 1990 (profiled by *Folio* and *Publish* magazines). Developed in-house imaging center and managed all procedural and quality aspects of electronic image and page production. Responsible for all hardware and software purchasing.
- 1985 – 1989 **PUBLICATION DESIGN CONSULTANT**  
Specialist in magazine start-up and redesign. Developed logos, formats, and documentation; trained personnel in implementation and efficiencies. Publications consultant to CUNY Law School (1981-1990). Freelance art direction on-site at sales-promotion studios, ad agencies, book publishers, consumer and trade magazines.
- 1983 – 1985 **ART DIRECTOR, FAMILY WEEKLY MAGAZINE; CBS MAGAZINES, NYC.**  
Direction of covers and all editorial graphics for national Sunday supplement with circulation 13 million.
- 1981 – 1983 **SENIOR DESIGNER / STYLIST, JIM WILSON, ETC., NYC.**  
Creation of sets, props, and models for studio photography, films, and TVC's; packaging of trade-paperback books.
- 1979 – 1980 **JUNK FOOD, CO-EDITOR & ART DIRECTOR** of cult-classic humor / literary anthology
- 1976 – 1979 **DESIGNER, SCHOLASTIC INC., NYC.**  
Art direction of magazines for elementary and high school students; textbook design.
- HAVE RECEIVED NUMEROUS AWARDS FROM:** SPD, SOCIETY OF ILLUSTRATORS, CA, GRAPHIS, NYADC, EDPRESS, & others.
- BFA, 1976, SCHOOL OF VISUAL ARTS, NYC**